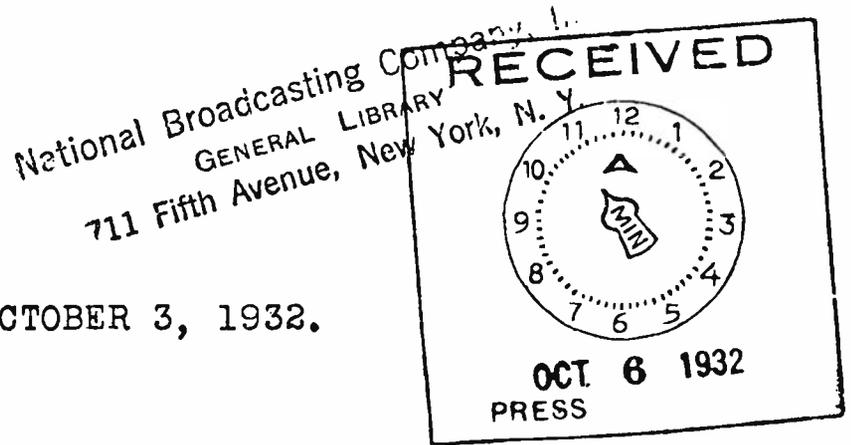
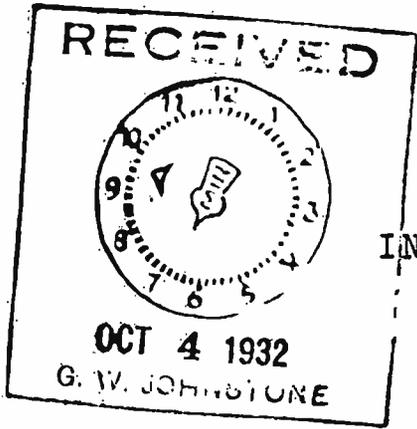


# HEINL RADIO BUSINESS LETTER

INSURANCE BUILDING

WASHINGTON, D. C.

ISSUED TWICE A WEEK AND CONTAINING THE LATEST INFORMATION REGARDING THE RULINGS OF THE FEDERAL RADIO COMMISSION, RADIO LEGISLATION, DEPARTMENT OF COMMERCE REGULATIONS, CHANGES IN WAVELENGTH, CALL LETTERS AND POWER, PATENTS, EXPORTS, FEDERAL TRADE COMMISSION RULINGS AND OTHER MATTERS OF INTEREST TO BROADCASTERS AND MANUFACTURERS. :: :: CONFIDENTIAL—NOT FOR PUBLICATION. :: ::



INDEX TO ISSUE OF OCTOBER 3, 1932.

Flexible Broadcasting Record Interests Commission Officials.....	2
International Radio Conference May Last Two Months.....	4
Sue Music Concern, Asking \$1,125,000.....	5
English Portable Rings A Bell.....	5
British Expert Here.....	6
New RCA Portable Transmitter And Receiver.....	6
NBC New Commercials.....	7
Longer License Periods Favored.....	8
Majestic Offers New Ford Auto Radio.....	8
Madrid Conference At Voting Impasse.....	8
New Microphones To Be Used In Metropolitan Broadcasts.....	9
CBS New And Renewed Contracts.....	9
Applications Received By Federal Radio Commission.....	10
Decisions Of The Federal Radio Commission.....	10

No. 566

SUBSCRIPTION PRICE, \$10. PER MONTH. NO CONTRACT REQUIRED.

## FLEXIBLE BROADCASTING RECORD INTERESTS COMMISSION OFFICIALS

A demonstration of a flexible record, which may be used for broadcasting in electrical transcription, proved of considerable interest to Harold A. Lafount, Federal Radio Commissioner, and Z. Ford Greaves, Acting Chief Engineer of the Commission.

It appeared to the casual observer that these records were about the same as an ordinary phonograph disc except that they were made of a material resembling celluloid, were highly flexible, therefore apparently unbreakable, and weighed slightly more than a sheet of letter paper.

The records demonstrated were of the 8 and 10 inch variety. Programs were reproduced which were taken from the air in the presence of the Federal Radio officials.

It was explained that one of the uses which the Commission might put to these records, said to be produced for an insignificant sum of money, was the recording of programs upon which the Commission had received complaints. They could then ascertain the exact character of what a station was broadcasting. This would be valuable in such cases as Rev. Shuler or Dr. Brinkley, who were banished from the air when the question arose as to exactly what they said.

Another use which the maker of these flexible records points out, was that they could be pressed into service by advertisers and advertising agencies. Records of the actual program could then be filed away for future reference. It was shown that where advertisers spent large sums of money, there were frequently serious questions arising afterwards as to whether or not the continuity had been followed correctly, and oftentimes the controversy hinged about perhaps the inflection of a voice as well as the exact words.

Another possible use brought to the attention of the Federal Radio observers was that these records could be used for educational broadcasts. At the moment educators are asking for five per cent of all the broadcasting time and the question has frequently arisen what they would do with it if they got it.

It was argued by the manufacturers that not only could these educational programs be made on the records, but that they could be broadcast at convenient periods fitting into the schedules of the schools locally. Educational material, it was said, is now very scarce and when a station desires to put on an educational program, it finds that those who are available for this class of work, such as professors and others, do not always find it convenient to come to a studio at a stated time.

Special application of the record, it was set forth, would be the use of the flexible reproduction for radio auditions. The case was cited recently where an expensive audition was to have been held but in the last minute the prospective sponsor found that he could not get to the studio that afternoon. It could not be held the next day because several of the performers had other engagements and one of them had long before made plans to go on a vacation.

The situation was solved by making a record of the audition which the sponsor heard the next day. He was so well satisfied with the result that a week later rehearsals were started for the production. It was predicted that in the future, instead of taking the time required for a sponsor to go to the studio, a record of the proposed broadcast would be made and sent to him for his approval.

A record, radio officials were told, could also be used by radio artists in perfecting their work. It was said that radio artists sometimes attain popularity so quickly that under the effort and strain of getting up so many programs, there were frequently periods when they would not have an opportunity to do so, and this method gave them an ideal way of listening to themselves or preserving a catalogue of their broadcasts.

Rachmaninoff, the world-famous composer and pianist, once remarked that the most important thing to him in making phonograph records was that it enabled the artist to satisfy himself.

"If one, twice or three times I do not play as well as I can, it is possible to record and record, to destroy and remake until at last I am content with the result.

"Can the radio artist, who has no opportunity to hear how his performances come through, ever know a similar satisfaction in his work?"

The manufacturers of the flexible record declare that their method is an affirmative answer to this question.

The demonstration was made before the Federal Radio officials by the Flexible Record Corporation, of 18 East 48th Street, New York City.

X X X X X X X

## INTERNATIONAL RADIO CONFERENCE MAY LAST TWO MONTHS

Judge Eugene O. Sykes, Federal Radio Commissioner sent by President Hoover as head of the American delegation to the International Radio-telegraph Congress at Madrid, is apparently giving a good account of himself.

"His firmness and thorough understanding of the situation has given Judge Sykes a commanding position in the Congress", Theodore A. Ediger, Madrid correspondent of the Chicago Tribune, writes in the Paris edition of that paper. "So ticklish is the problem of allocating radio frequencies to meet modern requirements throughout the world that many of the delegates frankly see no way out of the impasse."

The Congress has some 3500 questions before it but in the first two weeks only 16 were decided, and these such minor matters as the definition of radio-telegraphy and the purpose of the Congress. Many of the European countries have no apparent interest in buckling down to business. So serious is the deadlock reported to be that unless the voting question is decided upon soon, a unanimous vote will be necessary to reach any decision, and this is considered virtually impossible on any of the important issues. It is said there is no visible way of terminating the Congress within two months.

The United States so far has not said much at the meetings, preferring to let Europe scrap things out first. The scraps, between European delegates principally, have been heated. Many of the smaller countries appear to be interested only in keeping their own stations, which in many cases are clearly outside of treaty limits.

Another problem arises with respect to Russia, which was not present at the 1927 convention in Washington, and has since then, principally through American engineers, established a network of great radio stations without any apparent regard to limitations agreed to at Washington. Whether Russia will sign the forthcoming treaty at the close of the present Congress is a matter of conjecture.

X X X X X X

Station KOIN, Columbia outlet in Portland, Ore., has announced the purchase of Station KALE of the same city

X X X X X X X

## SUE MUSIC CONCERN, ASKING \$1,125,000

A suit charging violation of the anti-trust laws and asking \$1,125,000 damages was begun in United States District Court Saturday in New York against the recently organized Music Dealers' Service, Inc., and two dozen leading sheet music publishers. The suit was brought by the Richmond-Mayer Music Corporation of New York and Richmond-Mayer of Chicago, Ltd., and charges a conspiracy to destroy the business of the plaintiffs as music jobbers.

The defendant, who, according to the complaint, control 70 per cent of the business of publishing and distributing sheet music in the United States, include Irving Berlin, Inc., Leo Feist, Inc.; M. Witmark, Inc.; De Sylva Brown & Henderson, Inc.; Remick Music Corporation, and Harms, Inc.

The Music Dealers' Service, which started operations on September 6th at 619 West 54th Street, is managed, owned and controlled by the other defendants, the suit declares. The plaintiff, one of the largest music jobbers, has headquarters at 119 Fifth Avenue and at 57 East Jackson Boulevard, Chicago.

The actual damages asked include \$300,000 for the New York Richmond-Mayer Corporation, and \$75,000 for the Chicago Company, but triple damages are sought under the provisions of the Sherman anti-trust act and Clayton Act.

The plaintiffs charge that prior to the organization of the Music Dealers' Service, "the defendants entered into a combination and conspiracy for the purpose and with the intent of wrongfully and unlawfully dominating and controlling the sheet-music industry in the United States and wrongfully and unlawfully destroying the lawful trade and commerce of the plaintiff in the several States of the United States and driving the said plaintiff herein out of business and eliminating the plaintiff as a competitor."

X X X X X X

## ENGLISH PORTABLE RINGS A BELL

Success already attained in England with a "pocket portable" radio set, O. H. Caldwell, former Radio Commissioner, observes, indicates that an interesting market might be opened up on this side of the water for a tiny set weighing a pound or so, and capable of giving "one man service."

The British set was designed for police use, and measures 6-1/2 in. by 4-3/4 in. by 2 in. It weighs 1 lb. 14 oz., three-quarters of which is batteries. A novel factor is a call bell to attract the attention of the police wearer. The antenna is worn in the back of the coat. Although originally constructed for use on 150 meters, these little miniature sets have been successfully employed in the broadcasting band.

X X X X X X

## BRITISH EXPERT HERE

Captain Peter P. Eckersley, former Chief Engineer of the British Broadcasting Corporation, who has just completed an extensive radio survey for the Australian Government, is inspecting American radio facilities as a guest of the National Broadcasting Company.

John W. Elwood, NBC Vice-President; O. B. Hanson, Manager of Technical Operation and Engineering; and Charles W. Horn, General Engineer, are escorting the British visitor through the NBC New York studios and the RCA Communications plants at Riverhead and Rocky Point, L. I.

X X X X X X

## NEW RCA PORTABLE TRANSMITTER AND RECEIVER

From the laboratories of the RCA Victor Company, at Camden, comes word of the development of a tiny two-way radio telephone and telegraph receiver and transmitter, in one unit, for emergency and mobile communications over short distances.

The new RCA Victor Transceivers, as they have been named, will find a ready use in the police work of large cities where mobility and adaptability are especially important. They can easily be placed in police emergency wagons for use in handling large crowds or answering riot calls. By this new means, police reconnoitering a disorderly mob, or a building harboring desperate criminals, could maintain continuous contact with a central base of operations from which instructions can be issued to meet changing conditions.

In fire fighting, the new Transceivers are especially useful for communication between firemen in the interior of a burning structure and the officers directing operations outside. It is often necessary to send firemen into a burning building to warn their comrades to leave when the walls show dangerous signs of crumbling. Because of their negligible weight (22 pounds) and size, the Transceivers can easily be strapped to a man's back without hampering his movements.

The new units may be called on to play another interesting role in the subway transportation systems. In subway disasters, similar to the kind that have occurred in the last few years, it is imperative that workers in the tunnels be in communication with surface rescuing parties. In the past, it has been necessary to run long telephone wires through the streets and drop them into the tunnel, with a great loss of valuable time. The Transceivers would be a solution to this problem.

Recently, the New Jersey Forestry Service acquired a number of the new Transceivers as of invaluable aid in spotting and reporting forest fires. Very instructive tests have also been made with communication between the front and rear of long freight trains. It was found that substantial savings in time can be effected by the little Transceivers in this way. The U. S. Army too, has shown great interest in the RCA Victor Transceivers and has made numerous successful experiments with them in Army manoeuvres. Transceivers have even been placed in saddle bags, with a cavalry officer holding the antenna like the long lance of the crusaders.

The operation of the Transceivers is simple. The changeovers from "transmit", "receive" and "telegraph" positions are accomplished with a single changeover key switch. The circuit of the Transceivers is of the super regenerative type which has been found to be most efficient below 10 meters. The tubes, which include three RCA-230s and an RCA-231, have interchangeable functions in the circuit. In the transmit position, two RCA-230s act as oscillators in a push-pull circuit with an RCA-231 as modulator and an RCA-230 as audio amplifier. In the receive position, the two-230 tubes act as oscillating super regenerative detectors and the other -230 tubes act as the first audio amplifier, with the -231 as an output amplifier. For code transmission, the -230 speech amplifier oscillates at an audio frequency of approximately 1000 cycles which is keyed with a telegraph key.

The antenna is usually of the di-pole type, each section being approximately  $1/4$  wavelength long, which for five meter transmission is about 40 inches. For plane, auto and other mobile use, it may be desirable to utilize a zeppelin antenna with a transmission line. The units have a range up to three miles, depending on the nature of the surrounding terrain, although it is possible to increase this range by raising the transmitter to a greater height about the ground.

The extremely low wavelength and low power of the transmitter insure against any interference with existing radio services, all of which, with the exception of experimental television broadcasting, operate at higher wavelengths and much greater power.

X X X X X X

#### NBC NEW COMMERCIALS

NEW - Centaur Co. (Fletcher's Castoria), New York City;  
Agency - Young and Rubicam, Inc., New York City; Starts October 6,  
1932 for 13 weeks, Thursday, 11:30-11:45 A.M., EST, Basic Red Network.  
Program - "Radio Household Institute" - dramatic household sketch.

NEW - Centaur Co. (Fletcher's Castoria), New York City;  
Agency - Young and Rubicam, Inc., New York City; Starts October 2nd  
for 13 weeks, Sundays, 5:30-6:00 P.M. EST, Basic Blue Network;  
Program - "Pages of Romance" - dramatic and musical.

X X X X X X

## LONGER LICENSE PERIODS FAVORED

Commissioner Lafount has recommended to the Legal Division of the Federal Radio Commission that the terms of licenses issued by the Commission be extended as follows: Broadcasting, from six months to one year; commercial, from one year to two years; amateur, from one year to three years.

"I believe the time is at hand when we should give stability to broadcasting by issuing licenses for at least one year", Mr. Lafount said. "It would have a very salutary effect upon the entire radio industry. This action would bring about a commensurate reduction in the routine functions of the Commission's staff.

X X X X X X X

## MAJESTIC OFFERS NEW FORD AUTO RADIO

A new and especially designed auto radio for the Ford has been designed and built by Grigsby-Grunow Company.

"With one exception, it will be the first time that Ford has put the stamp of approval on an accessory permitting the name of the manufacturer to appear in the advertising and on the product", the Majestic announcement states.

X X X X X X

## MADRID CONFERENCE AT VOTING IMPASSE

The end of the fifth week of its sessions finds the International Radio Conference still ready to vote but it does not know how. Great Britain, France and Holland persist in demanding a vote for each of their colonies while the United States and other nations are standing firm for one vote per nation.

With the delegates of the 125 nations represented, unable to settle any of the problems of the conference, in an apparently insoluble difficulty, the Polish delegation, amid laughter, remarked:

"We will accept any solution so long as it obtains a unanimous vote of the nations."

X X X X X X

## NEW MICROPHONES TO BE USED IN METROPOLITAN BROADCASTS

Metropolitan Opera will be brought to the radio audience this year with greater fidelity than ever before through the new velocity or "ribbon" microphones which the National Broadcasting Company will install in the Opera House.

These new microphones were recently perfected by the RCA-Victor Company and are far ahead of the present standard microphones in fidelity of sound reproduction.

Velocity microphones eventually will become standard equipment for NBC broadcasts, O. B. Hanson, NBC Manager of Technical Operation, believes, but they cannot be put into all studios immediately because they require an entirely new production and control technique, which in turn will require many weeks of experimental work.

Unlike existing types, the velocity microphone utilizes a sensitive ribbon, of duralumin, instead of diaphragm, the engineer said. This ribbon, two ten thousandths of an inch thick, vibrates exactly with the minute variations of the air particles set in motion by the sound waves.

Studio sound effects, for instance, will have to be completely revised when the new microphones become standard equipment, Mr. Hanson said. Whereas the rattling of a bunch of keys sounds like tin cans bouncing on a rocky road through the old "mikes", with a velocity microphone, it will sound like the rattling of a bunch of keys.

Another important feature of the velocity microphone is that it is "two-faced", thus picking up artists from either side of the "mike" with equal facility.

X X X X X X

## CBS NEW AND RENEWED CONTRACTS

Canada Dry Ginger Ale, Inc.; Agency: N. W. Ayer & Son, Inc.; Program - Musical with master of ceremonies, Sunday, 10:00-10:30 P.M., Thursday, 8:15-45 P.M., Basic - Montreal, Toronto, Minneapolis, Atlantic City.

Corn Products Refining Co. (Linit); Agency - E. W. Hellwig Co.; Program - "Fred Allen's Bath Club Revue", Sunday, 9:00-9:30 P.M.; Basic, Don Lee, 26 supplementary stations.

X X X X X X

## APPLICATIONS RECEIVED BY FEDERAL RADIO COMMISSION

Sept. 28 - Herman Radner, Lansing, Mich., C.P. for new station to use 880 kc., 100 w., unlimited hours; Joseph DePalma, Jeanette, Pa., C.P. for new station resubmitted to request 590 kc., 250 w. daytime hours and changes in equipment; WSAJ, Grove City College, Grove City, Pa., license to cover C.P. issued July 1, 1932, new transmitter and local change of location; KCMC, North Mississippi Broadcasting Corp., Texarkana, Ark., install automatic frequency control; WTRC, The Trust Publishing Co., Inc., Elkhart, Ind., C.P. to make changes in equipment and increase operating power from 50 to 100 w.; KECA, Earle C. Anthony, Inc., Los Angeles, Calif., modification of license to change frequency from 1430 to 780 kc., requests facilities of KTM, Los Angeles, Calif., and KELW, Burbank, Calif.; KSEI, Radio Service Corp., Pocatello, Idaho, license to cover C.P. issued March 8, 1932, for change in equipment, frequency and power.

### Applications Other Than Broadcasting

Pioneer Mercantile Company, Bakersfield, Calif., new C.P. for 1550 kc., 500 w., sound track in connection with visual broadcasting; Charles Shannon Breeding, Glendale, Calif., new C.P. for 278 kc., 15 w., airport station; Northern Radio Co., Seattle, Wash. new C.P. for all experimental frequencies, power up to 1000 watts; also, portable in State of Washington, new C.P. for all experimental frequencies, power up to 1000 w. There were also received 9 applications for renewal of licenses from Federal-State Marketing Service (point-to-point telegraph licenses), two from American Telephone & Telegraph Co. (Point-to-point telephone licenses), and 79 applications for amateur station licenses.

X X X X X X X X

## DECISIONS OF THE FEDERAL RADIO COMMISSION

### Applications Granted (Sept. 29, 1932)

WAGM, Arrostook Broadcasting Corp., Presque Isle, Maine, modification of license to change specified hours of operation to as follows: 10 A.M. to 1 P.M., 4:30 to 9 P.M.; WJBY, Gadsden Broadcasting Co., Inc., Gadsden, Ala., extension to Dec. 1st of special authority for station to remain silent; KSOO, Sioux Falls Broadcast Association, Inc., Sioux Falls, S. Dak., authority to operate simultaneously with WRVA, Richmond, Va. on 1110 kc. with 2500 w. specified hours in order to broadcast speeches by Governor Olson by remote control from Station KSTP, St. Paul, Minn., 200 miles distant; KFYR, Meyer Broadcasting Co., Bismarck, N. Dak., special authorization to operate from 1:15 to 2 P.M., CST, Oct. 1 and 3, provided Station KFDY, remains silent; WHA, University of Wisconsin, Madison, Wis., renewal of license for the regular period; WISN, American

Radio News Corp., Milwaukee, Wis., renewal of license for the regular period; KWSC, State College of Washington, Pullman, Wash., renewal of license for the regular period.

Also, WLCM, Mackay Radio & Telegraph Co., New Orleans, 60 day authority pending receipt of formal application to operate station aboard steamer "Texan", 100 w., frequency in accord with Rule 285-A; WTDI, New York Shipbuilding Co., Camden, N. J., 60 day authority to operate station aboard cruiser "Indianapolis", 2 kw., frequencies 145, 160, 375, 500 kc.; City of Philadelphia, Police Dept., mobile on police scout car, C.P. for emergency police service, 2470 kc., 25 w., experimentally for 90 days; City of Phoenix, Police Department, C.P. modification of license to increase power from 300 to 500 w., frequency 2442 kc.; KGPP, City of Portland, Bureau of Police, Portland, Oreg., modification of license to increase power from 300 to 500 w., frequency 2442 kc.

Also, Carleton D. Haigis: W3XAF, W3XAE, portable, initial location, Gloucester City, N. J., general experimental license, frequencies: 27100, 34600, 41000, 51400, 60000-400000, and above, 250 w., expiration date Oct. 1, 1933; W4XAD, Durham Life Insurance Co., portable and mobile, granted general experimental license, 60000-400000 kc., 15 w., expiration date October 1, 1933; WPET, City of Lexington, Police Department, Lexington, Ky., license for police service, 1712 kc., 100 w.; KOS, Press Wireless, Inc., Honolulu, T. H., license for point-to-point telegraph service: frequencies, 7340, 7355, 7820, 7850, 8810, 10010, 15580, 15610, 15640, 15670, 15730, 15700, 15850, 15610, 15640, 15670, 15730, 15700, 15850, 15880, 15910, 18560, 20800, 16255, 17440, 14635 kc., 750 w., to expire December 1, 1932; Boeing Air Transport, Inc.: KHBXC, KHBZA, NC-725-W, NC-10225-M, consent to voluntary assignment of license to National Air Transport, Inc.

#### Action On Examiners' Reports

Hugh J. Powell and Stanley Platz, doing business as Powell & Platz, South Coffeyville, Okla., case reconsidered, withdrawn from docket and applicant granted permission to move station from South Coffeyville, Okla. to Coffeyville, Kans., and to increase power from 500 w. to 1 kw day, 500 w. night, sustaining Examiner E. W. Pratt; Iowa Broadcasting Co., Clarinda, Iowa, granted C.P. to move station to Des Moines, using same facilities, i. e., 1370 kc. 250 w. day, 100 w. night, unlimited time, sustaining Chief Examiner Ellis A. Yost; Edmund G. Hilger, Little Rock, Ark., denied C.P. for new station to use 890 kc., 250 w., unlimited time, sustaining Examiner R. H. Hyde; Arkansas Radio & Equipment Co., Little Rock, Ark., granted renewal of license on 890 kc., with 250 w., unlimited time, sustaining Examiner Hyde. Denied C.P. to install new equipment and to increase day power from 250 to 500 w., reversing Examiner Hyde.

Also, Pennsylvania State College, State College, Pa., denied renewal of license to operate on 1230 kc., 500 w., specified hours, sustaining Examiner R. H. Hyde; applicants failed to appear at hearing; Peter Goelet, Chester Township, N. Y., granted C.P. for new station to operate on 1210 kc., 50 w., specified hours,

total 8 hours per week, sustaining Chief Examiner Ellis A. Yost; WMRJ, Peter J. Prinz, Jamaica, N. Y., denied renewal of license to continue operating on 1210 kc., 100 w., sharing with WJBB, WJBI, and WFAS, sustaining Examiner Yost.

### Miscellaneous

KTW, First Presbyterian Church of Seattle, Wash., granted temporary license for 30 days, pending investigation; WCAD, St. Lawrence University, Canton, N. Y., granted temporary license for 30 days; KDG, Press Wireless, Inc., Chicago, Ill., application for modification of license requesting additional frequency of 19340 kc was dismissed at request of applicant.

The following stations were given until October 31, 1932, to install new monitoring equipment to comply with Rule 145: KCRJ, Enid, Okla.; KFBL, Everett, Wash.; KGCR, Watertown, S. Dak.; KGEK, Yuma, Colo.; KGFX, Pierre, S. Dak.; KGVO, Missoula, Mont.; KMA, Shenandoah, Iowa; KSEI, Pocatello, Idaho; KTFI, Twin Falls, Idaho; KUMA, Yuma, Ariz.; KWKC, Kansas City, Mo.; KXL, Portland, Oreg. KXO, El Centro, Calif.; WBMS, Hackensack, N. J.; WBTM, Danville, Va.; WCBD, Zion, Ill.; WCBS, Springfield, Ill.; WHDL, Tupper Lake, N. Y.; WKBH, La Crosse, Wis.; WRAK, Williamsport, Pa.; WAWZ, Zarephath, N. J.; KPOF, Denver, Colo.; WWRL, Woodside, N. Y.; KFEL, Denver, Colo.; KGEZ, Kalispell, Mont.; KGNF, North Platte, Nebr.; WCAX, Burlington, Vt.; WERE, Erie, Pa.; WFAS, Yonkers, N. Y.; WHBC, Canton, Ohio; WOCL, Jamestown, N. Y.; WORK, York, Pa.; KFJM, Grand Forks, N. Dak., KSTP, St. Paul, Minn., and WCAL, Northfield, Minn.

-----  
The Commission announced that the following frequency monitors have been tested and approved up to date for use of broadcast stations for the purpose of complying with Rule 145:

DeForest Radio Co., ABM-106 Model A.; General Radio Co., Oscillator Type 575-D; Deviation Meter Type, 581-A; Quartz Plate, Type 376-J; Western Electric Co., 1-A; Oscillator 700-A modified; RCA Victor Company, EX-4180; Doolittle & Falknor, FD-1; Bremer Broadcasting Corp., A; International Broadcasting Equipment Co., Type 60; Piezo Electric Laboratories, PM-125-A; Pillar of Fire, A.

In approving the monitors the Commission expects that this auxiliary equipment will be used by all broadcast licensees and will not accept as satisfactory explanations of any frequency deviation which occur simply on the basis that it was not indicated by the monitor.

### Amateur Licenses

The Commission also granted licenses for 386 amateur stations, of which 60 were new, 267 renewals, and 59 modifications.

X X X X X X

# HEINL RADIO BUSINESS LETTER

INSURANCE BUILDING

WASHINGTON, D. C.

---

ISSUED TWICE A WEEK AND CONTAINING THE LATEST INFORMATION REGARDING THE RULINGS OF THE FEDERAL RADIO COMMISSION, RADIO LEGISLATION, DEPARTMENT OF COMMERCE REGULATIONS, CHANGES IN WAVELENGTH, CALL LETTERS AND POWER, PATENTS, EXPORTS, FEDERAL TRADE COMMISSION RULINGS AND OTHER MATTERS OF INTEREST TO BROADCASTERS AND MANUFACTURERS. :: :: **CONFIDENTIAL—NOT FOR PUBLICATION.** :: ::

---

National Broadcasting Company, Inc.  
GENERAL LIBRARY  
711 Fifth Avenue, New York, N. Y.

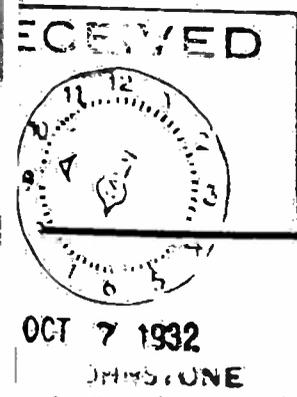
## INDEX TO ISSUE OF OCTOBER 6, 1932.

Stations Walk Political Campaign Tightrope.....	2
Federal Radio Suit Again Postponed.....	4
Harbord In Charge Of Coolidge Rally.....	4
Argentina Wants WOR Pickup.....	4
"OKAY AMERICA" Turned Into Movie.....	5
Atwater Kent On Yachting Cruise.....	5
Heads Republican Radio League.....	5
Anyway They Got Him.....	6
Congress May Air Removal Of Gibbons From Air.....	6
Fu Manchu Allee Same-ee Sherlock Holmes.....	6
Network Critic Defeated For Congress.....	6
Erlandson, Majestic Executive, Covers 10,000 Miles in 6 Weeks.....	7
Captured The Hoover Cheers.....	7
Broadcasting Sport News.....	7
Radiophone Conversations Taxable.....	8
Crosley Chief - 12 Tube Superhet - \$139.50.....	8
Artists Of The Air Club Organized.....	9
Applications Received By The Radio Commission.....	9
Decisions Of The Federal Radio Commission.....	10

No. 567

---

SUBSCRIPTION PRICE, \$10. PER MONTH. NO CONTRACT REQUIRED.



## STATIONS WALK POLITICAL CAMPAIGN TIGHTROPE

One big bugaboo for all time has been dispelled by this Presidential campaign. It is that the radio broadcasting facilities of the country may be used to the disadvantage of one or another of the great political parties. It is about time for some candidate to rise up here or there in his wrath to say he has been discriminated against in his broadcast, but the fact is thus far the Federal Radio Commission has received few complaints, charging political discrimination. This is somewhat remarkable with 500 to 600 broadcasting stations in the thick of the fray.

It is in sharp contrast with the dire predictions made in the early days of radio and the precautious legislator's task to protect themselves from its evils. At that time even Secretary of Commerce Herbert Hoover, then in charge of radio, was looked upon with suspicion by them. If anybody was going to reap the advantages of radio, they wanted to be in on it.

The first real interest the solons on Capitol Hill took in the framing of a national radio act was when one of the Senators reported that a political speech of his was censored by the station in one of his key cities before he was allowed to deliver it.

Other such cases were reported and it was this which inspired the framers of the Radio Act to insert the joker that station owners shall have no power of censorship in the matter of speeches broadcast by legally qualified candidates. This combined with the proviso that if a station permit one candidate to use its facilities, he must afford all other candidates equal opportunities, the framers of the Act believed afforded the necessary safeguards to free speech. Even so, only last year, Representative Celler, of New York, raised quite a rumpus when a New York station, he claimed, tried to delete an objectionable word from a wet speech he wanted to deliver.

About the only other serious protest lodged with the Commission was a year or so ago when an S.O.S. call was given as the excuse for cutting off a speech which was being made against the "radio trust" by Senator James A. Reed, of Missouri. The fiery Democrat immediately charged that the S.O.S. was a fake and that the interruption was caused solely by his radio trust accusations.

It is said that the leanings of the National Broadcasting Company are towards President Hoover and that they are Republicans. A ketch of M. H. Aylesworth, President of NBC in "Who's Who" contains no reference to his politics, but it is well known that Gen. J. G. Harbord, Chairman of the Radio Corporation, of which the NBC is a subsidiary, is an active Republican worker. The politics of David Sarnoff, President of the Radio Corporation, are not disclosed, but he publicly endorsed Lieut. Gov. Herbert Lehman as Democratic candidate for Governor of New York.

W. S. Paley, President of Columbia, on the other hand, is said to be a Democrat. H. A. Bellows and Sam Pickard, Vice-Presidents of Columbia, are both Democrats. Owen D. Young, Chairman of the Board of the NBC, is a Democrat and might have had the Democratic nomination for the Presidency had he so chosen. Yet no charge of political discrimination has been made against either chain.

Instead of showing any favoritism, the chains created considerable consternation in both political parties by announcing that both parties would have to pay for their network broadcasts, including President Hoover, if he spoke in his capacity as a political candidate.

This was also a terrible blow to Congressional and Senatorial candidates because it put the idea into the heads of the smaller stations of the country to go stronger in their efforts to charge for political talks where before many of them had given a certain amount of time free.

It is believed to have been this move which caused Federal Radio Commissioner Harold A. Lafount to issue his message to broadcasters telling them they had "a wonderful opportunity to render a distinct and public service". The Lafount message as freely interpreted by station owners was, "Have a heart and don't soak the political candidates too hard - maybe give them a little free time as a public service just as the newspapers do in publishing speeches without cost".

As the Radio Commission now stands, it is composed of two Republicans and two Democrats, but with Judge E. O. Sykes attending the Madrid conference, the Republicans are in control two to one. Yet the only declaration emanating from the Commission savoring of politics was the Lafount statement which was evidently intended to be as fair to one side as to the other.

The Maine and Wisconsin overturns and the Roosevelt coast trip may bring in unexpected contributions to the campaign war chests but otherwise it looks as if the estimate that each party will spend about \$250,000 on radio will hold.

The Republicans are said to be contemplating an expenditure of about \$175,000 with the NBC, and \$75,000 with Columbia. Thus far it looks pretty slim for the smaller stations.

Electrical transcription disks may be made of some of the principal speeches of President Hoover and Governor Roosevelt but otherwise independent stations will have to depend upon local political candidates for any pay-as-you-enter business.

X X X X X X

## FEDERAL RADIO SUIT AGAIN POSTPONED

Owing to the illness of Federal Judge John P. Nields, the suit against the Radio Corporation et al., set for October 10th has been indefinitely postponed.

The original suit was filed May, 1930, and has been pending since.

X X X X X X

## HARBORD IN CHARGE OF COOLIDGE RALLY

Gen. James G. Harbord, President of the Radio Corporation of America is in charge of the great Calvin Coolidge Republican rally to be held in Madison Square Garden next Tuesday.

General Harbord said the requests for tickets from every State "have already become so great that an auditorium twice the size of the Garden would be necessary to accommodate all."

Of the former President, Harbord said:

"Mr. Coolidge is the most outstanding citizen in private life to expound to the American public the political and economic issues of the campaign."

X X X X X X

## ARGENTINA WANTS WOR PICKUP

Senor Guglielmo Garcia, according to James Cannon, Radio Editor of the New York World-Telegram, came into Radio Row the other day with a scheme to save South America from radio starvation.

The Senor, an agile representative of a syndicate of Argentinian financiers, wants to buy all of WOR's sustaining programs and short wave them South.

It looks as if the deal will slide through and the Senor become radio's first international middleman. A. S. Cormier, Director of Sales at WOR, thinks the idea is swell. The Senor likes the terms and will sign the contract as soon as the bankers okay the financial set-up.

X X X X X X

## "OKAY AMERICA" TURNED INTO MOVIE

The much excoriated newspaper gossip columnist and radio announcer attains heroic stature in "Okay America", Hollywood's latest picture.

"Here we have a popular, debonair and enterprising scandal news specialist, as eagerly listened to over the radio as he is read in the newspaper, who saves this great country of ours from the tentacles of the gangster", Editor and Publisher comments. "Does he dig out the evidence and present it to the grand jury in the plodding manner of most newspapermen? No! His manner is much more expeditious. He pulls a gun on the Big Chief himself and shoots the dastard dead. Then he rushes to the microphone. 'Folks, I've got some hot news for you tonight. I've just killed the Big Chief.' A moment later shots ring out in the studio and the columnist, a victim of gangdom's immutable law of retaliation, falls, clasping the mike, and gasping as he expires - 'Okay! America.'

"It is no less a personage than the President of the United States who unwittingly inspires the columnist to his expiating deed of violence. He goes to the President as an ambassador for the Big Chief who has offered to return a kidnapped girl to her parents if the President will guarantee him only the minimum sentence for charges pending against him. The President, of course, refuses to dicker and gives a little lecture on the menace of racketeering. The columnist lies to the Big Chief, gets the girl returned, and then after a frenzied patriotic outburst, kills the gangster chief."

X X X X X X X

## ATWATER KENT ON YACHTING CRUISE

Mr. and Mrs. A. Atwater Kent, their son, Atwater Kent, Jr. and several other guests, arrived at Newport, R. I. from Bar Harbor on their yacht "Whileaway" last Friday night.

X X X X X X

## HEADS REPUBLICAN RADIO LEAGUE

H. Alexander Smith, of Princeton, N. J., a New York lawyer, was appointed Eastern chairman of the Republican Radio League, which is seeking small contributions from supporters of the Hoover-Curtis ticket.

X X X X X X

## ANYWAY THEY GOT HIM

The radio world is still talking about the unexpected move of M. H. Aylesworth in placing Richard C. Patterson, Jr., former Commissioner of Corrections of New York City in charge of operating the National Broadcasting Company.

"Everybody who knows Patterson praises him", a New York radio man observes. "He must be a good man, a fine organizer-- and heavens knows the NBC needed a Commissioner of Corrections".

X X X X X X X X X X

## CONGRESS MAY AIR REMOVAL OF GIBBONS FROM AIR

"A certain interested party is threatening to take up with Congress the matter of Floyd Gibbons' banishment from the air at the American Legion Convention", Paul Mallon writes in the "National Whirligig", published by the McClure Newspaper Syndicate of New York. "The Legion had nothing to do with it. It invited him to be its announcer. Gibbons has correspondence to show that his exclusion closely followed publication of a somewhat bitter story he wrote criticizing the administration. First he received a telegram from the broadcasting company telling him to be careful about editorial comments on the air. Four hours later he received notice from the broadcasting company that he was fired."

X X X X X X X X X X

## FU MANCHU ALLEE SAME-EE SHERLOCK HOLMES

The Fu Manchu radio presentation is a good production but too much "allee same-ee" Sherlock Holmes, even to one of the latter's principal actors. The Sax Rohmer offering would be a great deal more effective if it were more original.

Also, much would be gained if Dr. Fu Manchu could be presented as the sinister Chinese character he is supposed to be instead of the conventional, hoarse, hissing villain offered for radio consumption.

X X X X X X X X X X

## NETWORK CRITIC DEFEATED FOR CONGRESS

Rep. Ralph Horr, Republican, of Seattle, Wash., who began his first term in the House two years ago with an attack on alleged broadcasting monopolies, was defeated in the Republican primaries of his state this month by former Rep. John F. Miller, of Seattle. Mr. Horr served as receiver for the Northwest Broadcasting System formed by Adolph Linden, which failed several years ago.

X X X X X X X X X X

## ERLANDSON, MAJESTIC EXECUTIVE, COVERS 10,000 MILES IN 6 WEEKS

Ray Erlandson, Sales Executive for Majestic radios, has just completed a trip covering distributor and dealer meetings throughout the country by air, rail and auto.

"The policy of our company in bringing out only one line of receivers early in the year has given our dealers ample time to liquidate their inventories and clean up on their repossessions before we introduced our new line", Mr. Erlandson said. "Consequently our dealer organization is in an excellent position right now.

"The \$100,000 contest conducted by Majestic dealers and sponsored by Grigsby-Grunow Company is meeting with a success far beyond our expectations. Already 1,700,000 entry blanks are in circulation and nearly a million copies of our tabloid paper, the Radio Herald, have been distributed. This contest, based on finding old radio sets, is not confined to Majestic owners only. In fact, 98% of the prizes to be awarded will be given to owners of competing makes."

X X X X X

## CAPTURED THE HOOVER CHEERS

The Hoover cheers at Des Moines were captured and are available for rebroadcasting, the White House has been informed. The entire Hoover address - nearly 2 hours long - was taken down on one of the new flexible records in New York City.

"The test was a great success", an official of the Flexible Record Corporation reports. "The cheers - in fact the President's whole speech - are so naturally reproduced it sounds as well to the listener as if he was actually sitting in the hall."

X X X X X

## BROADCASTING SPORT NEWS

A "Weekly Sports Review by Radio" is now being broadcast by the San Mateo (Calif.) Times over KJBS, of San Francisco, dealing exclusively with San Mateo County high school and Northern California athletics. Circulation of the Times or advertising sales show no decrease as a result of the broadcast which consists of a series of news bulletins and predictions, according to Horace W. Amphlett, the publisher.

X X X X X

## RADIOPHONE CONVERSATIONS TAXABLE

Radiophone conversations originating in the United States are subject to the graduated tax on telephone messages which the Revenue Act of 1932 imposes, the Bureau of Internal Revenue has ruled in making public an amendment to its regulations on the tax.

The amendment sets forth explicitly the status of various radio communications, stating which tax rates shall be applied to marine radio dispatches, radiophone conversations and overland radiograms. The amendment to the regulations follows in full text:

To Collectors of Internal Revenue and Others Concerned:

Article 3 of Regulations 42 is amended by inserting after the fourth paragraph thereof a new paragraph as follows:

"Radiophone conversations originating in the United States are subject to tax as telephone conversations at the rates imposed under section 701(a) (1) (A). Overland radio dispatches and messages and overland radiograms are taxable as telegraph dispatches and messages at the rate of 5 per centum of the charge therefor, regardless of the amount of the charge. Radiograms in marine service, including service on the Great Lakes and the Gulf of Mexico, are subject to tax as cable and radio dispatches and messages at the rate of 10 cents for each dispatch or message transmitted for which a charge is made."

X X X X X X

CROSLEY CHIEF - 12 TUBE SUPERHET - \$139.50

The Crosley Chief, new 12-tube superheterodyne console model radio receiving set, is the most recent addition of the Crosley Radio Corporation to its 1932-33 line, according to the statement of officials of that company announcing that production is now well under way on this model which is expected to be one of the most popular of the higher priced sets included in the new Crosley series. The Crosley Chief will retain for \$139.50, complete with tubes and tax paid.

The new Crosley line includes a wide variety of superheterodyne receivers ranging from the 5-tube Vagabond table model at \$29.95, to the Chief, at \$139.50, and including the extremely popular nine-tube series featuring such recent engineering developments as Class "B" Amplification, Mercury Vapor tube, Automatic Volume Control, Static Control, Meter Tuning, New Heater Type Tubes, and Tuned Image Suppressor Pre-selector.

This series ranges from the 9-tube Mayor, at \$55.00 to the deluxe 12-tube Commissioner, at \$99.50, and the Ambassador at \$119.50.

X X X X X X X X

## ARTISTS OF THE AIR CLUB ORGANIZED

The artists of the Air Club, an organization of male radio entertainers and program conductors, was formally opened recently with a reception at the clubhouse, a six-story brown-stone building at 38 East 52nd Street, New York City. Although established primarily for social purposes, the club will serve as a clearing house for the employment of radio entertainers. Stanley Campbell, president, said that the club had 300 members and was seeking about 200 more. Membership is restricted to men who have taken part in a regularly scheduled broadcast.

X X X X X X

### APPLICATIONS RECEIVED BY THE RADIO COMMISSION

Oct. 3 - WCGU, United States Broadcasting Corp., Brooklyn, N. Y., license to cover C.P. issued Aug. 2, 1932, for changes in location of transmitter; WHAS, The Courier-Journal Co. and The Louisville Times Co., Louisville, Ky., determine power by direct antenna measurement. License to cover C.P. issued Nov. 17, 1931, for 25 kw. transmitter; KOCW, Oklahoma College for Women, Chickasha, Okla., voluntary assignment of license to J. T. Griffin; WSM, National Life & Accident Insurance Co., Nashville, Tenn., license to cover old WE transmitter as auxiliary at former location; WROL, Stuart Broadcasting Corp., Knoxville, Tenn., modification of C.P. to request change in equipment and extension of completion and commencement dates.

Oct. 4 - WESG, Cornell University, Ithaca, N. Y., modification of license to change location of main studio to Elmira, N. Y.; WJAY, Cleveland Radio Broadcasting Corp., Cleveland, Ohio, modification of license to change frequency, power and hours from 610 kcs., 500 w., daytime, to 590 kcs., 250 w. night, 500 w. day, unlimited hours; WEHC, Emory and Henry College, Emory, Va., C.P. to move transmitter and studio to Charlottesville, Va., amended to give exact location of transmitter, as two miles from business center of Charlottesville, Va.; Lancaster Broadcasting Service, Inc., Lancaster, Pa., C.P. for new station to use 1230 kcs., 500 w. daytime.

Also, WWL, Loyola University, New Orleans, La., license to cover C.P. issued Dec. 4, 1931, change location and increase power; KSO, Iowa Broadcasting Co., Des Moines, Iowa, modification of C.P. issued Sept. 30, 1932, to give exact location of transmitter and studio as 715 Locust St., Des Moines, Iowa, changes in equipment; WHBY, St. Norbert College, Green Bay, Wis., voluntary assignment of license to WHBY, Inc.; KREG, J. S. Edwards, Santa Anna, Calif., voluntary assignment of licenses to The Voice of the Orange Empire, Inc., Ltd.; WPRO-WPAW, Cherry and Webb Broadcasting Co., Providence, R. I., C.P. to move transmitter to near Graystone, R. I., change frequency and power from 1210 kcs., 100 w., to 630 kcs., 250 w., amended to request 1260 kcs., instead of 630 kcs. and change in antenna system.

## Applications Other Than Broadcasting

Oct. 3 - William G. H. Finch, portable and mobile, New York City, C.P. for 1594, 2398, 3492.5, 4797.5, 6425, 8655, 12862.5, 17310, 23100, 25700, 26000, 27100 kc., 50 w., general experimental station; KGTT, Aeronautical Radio, Inc., Cheyenne, Wyo., C.P. for change in location of transmitter to Municipal Airport, Cheyenne, Wyo., aeronautical station. There were also received 11 applications for renewal of point-to-point telegraph licenses, 2 for renewal of coastal telegraph licenses; 329 application for amateur station licenses.

X X X X X X

### DECISIONS OF THE FEDERAL RADIO COMMISSION

#### Applications Granted (October 3, 1932)

WABI, First Universalist Society of Bangor, Me., modification of license to change specified hours of operation, on 1200 kc., 100 w.; KRMD, Shreveport, La., license covering local move of station, installation of new equipment and increasing power, 1310 kc., 100 w., specified hours; KFBB, Buttery Broadcast, Inc., Great Falls, Mont., license covering changes in equipment, 1280 kc., 1 kw., night  $2\frac{1}{2}$  kw. day, unlimited time; WFOX, Paramount Broadcasting Corp., Brooklyn, N. Y., authority to install automatic frequency control; WNBW, Home Cut Glass & China Co., Carbondale, Pa., consent to voluntary assignment of C.P. and license to WNBW; granted also extension of authority to suspend operation from Oct. 1 to Dec. 18, 1932; WJMS, Johnson Music Store, Ironwood, Mich., consent to voluntary assignment of license to WJMS.

KICK, Red Oak Radio Corp., Red Oak, Iowa, authority to remain silent to Jan. 1, 1932, until such time as the Court of Appeals vacates stay orders, or further disposition is made of the issues involved; KOL, Seattle Broadcasting Co., Seattle, Wash., extension to Nov. 6 of special authority to make field measurements to locate a transmitter site; WMAS, Albert S. Moffat, Springfield, Mass., license covering erection of new station to operate on 1420 kc., 100 w., unlimited time; WREN, Jenny Wren Co., Lawrence, Kans., authority to intervene, together with Station WIBW, in the hearing of KMBC requesting authority to move station from Independence, Mo. to Kansas City, Kans., which authority was heretofore granted by the Commission but suspended and case set for hearing because of protests from above stations.

Also, Aeronautical Radio, Inc.: WNAU, Moline, Ill., license (aviation-aeronautical), frequencies 3162.5, 3172.5, 3182.5, 3322.5, 5572.5, 5582.5, 5592.5, 5662.5 kc., 400 w.; KGTE, Wichita, Kans., same as above except 50 w.; KGTP, portable, authority to use portable aeronautical station at stations west and north of Chicago and at LaCrosse, Wis., Green Bay, Wis., Alexandria and Rochester, Minn.

Also, KHK, Mutual Telephone Co., Wahiawa, T. H., modification of license for additional frequency of 11310 kc.; Ford Motor Co.: W8XC, W9XH, W8XE, renewal of special experimental license, 389 kc., 1 kw. power; KGZB, City of Houston, Texas, extension of time to Dec. 1 in which to complete construction of police station; Monty Glenwood Mason on "The Pride of Hollywood", granted aviation license to be used for routine air-ground communication during period of endurance flight and for communication during a proposed tour of United States, also for broadcast pickup service, frequency 3105 kc., 10 w., aviation service frequency 2342 kc., 10 w.; temporary broadcast pickup.

The Commission also granted licenses for 267 amateur stations, of which 103 were new, 128 renewals and 36 modifications.

#### Miscellaneous

KLX, Tribune Publishing Co., Oakland, Calif., granted authority to take depositions in re hearing scheduled for Oct. 18; Allen Wright Marshall, Sr., and Allen Wright Marshall, Jr., granted authority to take depositions in re hearing scheduled for October 25th; WSUI, State University of Iowa, Iowa City, Iowa, granted special authority to operate from 10 P.M. to 12 midnight, CST, Oct. 21 and 22nd.

#### Ratification of Acts Of Commissioners

Action taken Sept. 29 - WJEZ, Radiomarine Corporation of America, vessel "Teapa", and WJEY, vessel "Tobasco", granted authority not to exceed 60 days pending receipt of formal application to operate aboard designated vessels, frequency range 375 to 500 kc., 50 w.; KDCD, Tropical Radio Telegraph Co., New York City, granted 60 day authority to operate station aboard vessel "Tivives" as 1st and 3rd class, pending receipt of formal application.

Action taken Sept. 30 - WKEC, Radiomarine Corporation of America, aboard "Seatrain Havana", granted 60 day authority to operate transmitter on same, frequency range 313 to 500 kc., 200 w. power, 1 transmitter frequency range 8200 to 17100 kc., 150 w.; WMAS, Albert S. Moffat, Watertown, Mass., program test period extended 30 days; KGNF, Great Plains Broadcasting Co., North Platte, Nebr., special authority to operate from 8 to 9 P.M., CST, night of Sept. 30th; granted.

Action taken Oct. 1 - KFNF, Henry Field Co., Shenandoah, Iowa, granted authority to operate additional period ending October 31st, using time assigned but not used by Stations WILL and KUSD; Kenneth G. Schilcher, portable on aircraft, granted authority to operate general experimental station on aircraft "NC-8554" for day of Oct. 2nd only.

Renewal Of Broadcast Pick-Up Station Licenses

Atlantic Broadcasting Corporation - WIEI, WIER, WIEQ,  
WIEJ, WIEK, WIEL, (Portable and Mobile)  
Chicago Federation of Labor - WIEZ (Portable and Mobile)  
THE Journal Company (The Milwaukee Journal) - WJER,  
(portable and mobile)  
Miami Broadcasting Company, Inc. - WIEF, (Portable and  
mobile).  
National Broadcasting Company, Inc.: WIEK, WIEO, WIEW,  
(portable and mobile).  
Stromberg-Carlson Telephone Manufacturing Co.: WJEP  
(portable and mobile);  
Westinghouse Electric and Manufacturing Co.: WHER  
(Portable and Mobile)

Renewal Of Geophysical Station Licenses

Gulf Production Co.: KGNR, KGXY, KGXT, KGXS.  
Continental Oil Company: KGVV, KGVT, KGVS, KGVR, KGVQ,  
WCU, and KJZ.  
Geophysical Research Corporation: WFG, WFH, KOT, KOI,  
KOF, WFJ, WFM, WFN, WFP, KOD, KNV, KNY, WFQ, WFR, WFS, KNU, KNT,  
KNS, KNQ, KNM, KNL, KHZ, KHP, KHS, KHW, WFY, WGB, WFZ, KSB, KKY,  
KKX, KKV, KKV, KKF, KKD, KIJ, KIC, KIB, KDX, KDV, KDH, KGJQ, KGJP,  
KGJO, KGJN, KGJM, KGJL, KGKR, KGKS, KGKT, KGKU.

X X X X X X X

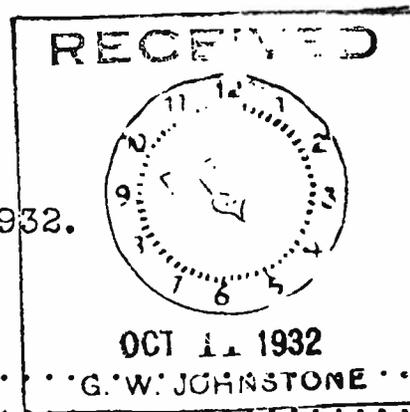
# HEINL RADIO BUSINESS LETTER

INSURANCE BUILDING

WASHINGTON, D. C.

ISSUED TWICE A WEEK AND CONTAINING THE LATEST INFORMATION REGARDING THE RULINGS OF THE FEDERAL RADIO COMMISSION, RADIO LEGISLATION, DEPARTMENT OF COMMERCE REGULATIONS, CHANGES IN WAVELENGTH, CALL LETTERS AND POWER, PATENTS, EXPORTS, FEDERAL TRADE COMMISSION RULINGS AND OTHER MATTERS OF INTEREST TO BROADCASTERS AND MANUFACTURERS. :: :: CONFIDENTIAL—NOT FOR PUBLICATION. :: ::

National Broadcasting Company, Inc.  
GENERAL LIBRARY  
11 Fifth Avenue, New York, N. Y.



INDEX TO ISSUE OF OCTOBER 10, 1932.

Radio Production Shows Heavy Drop.....	8
Al Smith Sees Radio Principal Election Medium.....	8
New Parleys Delay RCA Trial.....	3 and 6
N. Y. Radio Editor Promoted.....	4
Radio Continues World Advance Gov't Research Discloses.....	4
Modification of License for WDBO Recommended.....	6
Ear-Gas For Whispering Campaigns.....	7
Capital Station Asks Power Increase.....	7
Advocates Greater Attention To Broadcasting Uses.....	8
NBC New Accounts, Renewals And Corrections.....	9
Applications Received By Federal Radio Commission.....	10
Decisions Of The Federal Radio Commission.....	11

No. 568

SUBSCRIPTION PRICE, \$10. PER MONTH. NO CONTRACT REQUIRED.

## RADIO PRODUCTION SHOWS HEAVY DROP

Radio apparatus and phonographs valued at \$194,313,602 were made last year in the United States, a decrease of 59.8 per cent as compared with the \$476,041,054 reported for 1929, according to information from the Census of Manufacturers made available October 6th by the Department of Commerce. The following additional information was provided:

The more important items which contributed to the total for 1931 are as follows: Radio receiving sets for the home (excluding batteries), except combination radio and phonograph units, 3,647,499, valued at \$113,214,421; all other receiving sets (including automobile and aircraft sets), valued at \$4,347,037; combination radio and phonograph units, 73,603, valued at \$6,310,442; receiving tubes for initial equipment, 24,944,796, valued at \$13,263,520; receiving tubes for replacement, 24,317,552, valued at \$13,712,552; phonographs, not including dictating machines, 48,276, valued at \$1,674,010; records and blanks, valued at \$7,946,355.

This industry, as defined for census purposes, embraces establishments engaged wholly or principally in the manufacture of radio apparatus, phonographs, and parts and accessories for either or for both. Prior to 1931 the manufacture of phonographs was treated as a separate industry, but the increasing production of phonographs and the introduction of the combination radio-phonograph unit made it desirable to establish the present classification. As manufacturers of radio apparatus were formerly classified in the "Electrical machinery, apparatus, and supplies" industry, the schedule for which did not call for detailed data on this class of products, comparable statistics for years prior to 1931 can not be given except for certain items.

The number of establishments in the industry last year was 214, with an average of 36,373 wage earners for the year and wages totalling \$35,031,461.

X X X X X X

## AL SMITH SEES RADIO PRINCIPAL ELECTION MEDIUM

Alfred E. Smith as editor of the New Outlook acclaims radio as the principal medium in use preceding elections. The newsreel, he says, is seen by only a limited group for a few days and is quickly forgotten. The daily press is "limited as a medium". The country is too large for the spoken word to be really effective "unless hooked up with the radio." The magazine press, in his vision, or at least the New Outlook, can check up once a month, throughout every year, on political activity and be a "living record of public happenings."

X X X X X X

## NEW PARLEYS DELAY RCA TRIAL

The suit of the Department of Justice against the Radio Corporation of America and others, which was to have gone to trial today (Monday) has been adjourned for two weeks or more in order to afford representatives of the Government and the radio group time to consider new proposals designed to meet some of the principal points at issue, according to the New York Times.

In May, 1930, the Government brought suit against the radio group charging that the fundamental cross-licensing agreements by which the Radio Corporation of America obtained rights to patents were in violation of the anti-trust acts. In March last, despite the elimination of numerous criticized practices and other steps taken by the radio group, the Department of Justice filed an amended and supplemental petition enlarging the scope of the issues and adding new parties to the suit.

With the date for the trial approaching, executives and counsel of the various companies named in the action sought to institute new arrangements which might aid in the solution of the basic points raised in the suit. The Department of Justice was advised how far the radio group was prepared to go in amicable settlement of the difficulties, and conversations are now in progress between them.

Efforts to obtain from Washington or from headquarters of the various companies in New York City accurate information on the latest developments which conceivably might result in a withdrawal of the suit by the Government, indicated that the negotiations were surrounded with the utmost secrecy. David Sarnoff, President of the Radio Corporation of America, was in Washington last week, but would make no statement upon his return to New York.

In radio circles it was reported that the cross-licensing agreements would be superseded by an entirely new method of solving the problem occasioned by multiple ownership of basic patents and that this new method would be along lines acceptable to the Government. While no official confirmation was available, it is believed in other circles that this intricate and perplexing matter lies at the core of the reopened negotiations between the radio group and the Government.

The suit as it now stands is directed at the Radio Corporation of America, the General Electric Company, the Westinghouse Electric and Manufacturing Company, the American Telephone and Telegraph Company, the Western Electric Company, Inc., RCA Photophone, Inc., the RCA Radiotron Company, RCA Victor Company, Inc.; the General Motors Radio Corporation, the General Motors Corporation, the National Broadcasting Company, RCA Communications, Inc.; the International General Electric Company and the Westinghouse Electric International Company.

(Continued on Page 6)

## N. Y. RADIO EDITOR PROMOTED

Jack Foster, Radio Editor of the New York World-Telegram, has been promoted to be Feature Editor of that paper. James Cannon has succeeded Foster as Radio Editor.

Foster's radio column has been one of the best in New York City and has added many subscribers to the paper and made many friends for Foster. In recognition of his good work, the Columbia Broadcasting System gave a dinner to him October 3rd.

X X X X X X X

## RADIO CONTINUES WORLD ADVANCE GOV'T RESEARCH DISCLOSES

That radio broadcasting has become a thoroughly established world institution with uniform methods and clearly defined problems is revealed in a study of world radio markets issued by the Department of Commerce. Theoretical opinions of earlier days have given way to accurate knowledge and the industry has consequently been placed on a more solid foundation.

Radical changes in financing methods have not ensued with the progress of radio, for it has been shown that both the advertising and license fee systems offer effective means of providing income. The controversy still goes on, however, over which is the better means of supporting radio.

The difficulties arising from any method may be avoided by an alternative, but not without the development of other difficulties of comparable weight. The receiving license fee in a few countries relieves the listener from advertising, but in its place substitutes restricted choice of programs. No method has been developed whereby national coverage with several programs can be supported by collectable license fees, even in the most densely populated nations.

On the contrary, there is sufficient depreciation of radio advertising to warrant the assumption that it is subject to abuses regardless of restrictions that may be placed upon it.

Attention should be given the coincidence by which those countries which have not put superficial restrictions on advertising have the most prosperous broadcasting systems and the greatest amount of money turnover in advertising.

Program quality, in all analyses, can result only from a money turnover, regardless of aesthetic considerations of the primary purposes of those supervising the expenditures.

While there has been little of true novelty introduced in the past year, radio programs have made progress. Talent adapted to radio has been fairly well mobilized and microphone personalities developed along all lines appearing suitable for radio in any given country. International broadcasts have lost their novelty almost everywhere, and the unique in all present programs emphasizes technical radio less and the characteristics of talent and presentation more.

There is a developing tendency among stations and systems toward greater individual specialization in programs, but it is impossible to forecast how far this trend may progress. Unless it is halted for reasons not now apparent, its ultimate effect would be specialization on a limited number of program types.

The development of recording, with improvement of quality and reduction of cost, has rendered valuable aid to the progress of broadcasting.

Radio has continued to grow in importance as a medium for advertising and most countries now have some advertising on the air, whether or not other means of support are provided for radio.

Chain broadcasting is enjoying growth in most foreign countries where stations are independently operated, but they are evolving slowly in many countries. The rate of growth is dependent upon the provision of interconnection facilities rather than upon any radio condition.

The broadcasting services of the world are rapidly becoming diversified and there are now four classes of stations which cater to the recreational tastes of the public. Sound broadcasting is done on three wave bands, and television stations are increasing in numbers, though they are limited by the small number of people interested in television reception.

Although radio has not suffered in world markets to the same extent as other commodities, a result of the depression, American exporters in the past two years have had to face a steadily growing competition in many European countries which were formerly substantial markets. The status of radio in Europe is still complicated insofar as it affects United States apparatus, a fact which makes it cognizant of the existing situation in individual markets.

The Commerce Department's bulletin on "Radio Markets of the World, 1932", prepared by Lawrence D. Batson of the Electrical Equipment Division, covers each foreign country as a broadcasting area and as a market for receivers. It may be obtained for 10¢ per copy from the Superintendent of Documents, Washington, D. C.

X X X X X X X

The General Motors Radio Corporation has gone out of existence since the suit was begun and the General Motors Corporation has severed its patent arrangements with the Radio group. The Radio Corporation has modified certain traffic agreements and contracts, reduced rates and royalties and minimum annual royalty requirements under licenses and has taken other steps to compromise the Federal action.

Now that the fundamental issue is being broached, a solution of all remaining difficulties is believed to lie within the realm of possibility, although observers hold that undue optimism should not be aroused.

Little talk is now heard of an "open patent" pool, to the principle of which the Radio Corporation was willing to adhere at the time of the preceding negotiations. In this connection, it is noted, radio patent-owning corporations outside the Radio group were not parties to the negotiations.

In various official statements issued since the suit was begun, the Radio Corporation has made it clear that it was eager to test its rights in the courts unless an amicable settlement could be reached, and that it was willing to alter some of the criticized practices, without, however, admitting the Government's contention that they were contrary to the anti-trust laws.

One point that may be raised in connection with any alteration of the present cross-licensing agreements between the Radio Corporation and the companies which own the basic radio patents will be the disposal of radio stock which was issued to these companies in the general transaction by which the corporation became their exclusive licensee with respect to all radio-receiving equipment patents.

X X X X X X

#### MODIFICATION OF LICENSE FOR WDBO RECOMMENDED

Modification of the license for the Orlando Broadcasting Company, Inc., Station WDBO, was recommended to the Federal Radio Commission by Chief Examiner Ellis A. Yost in a report just made public.

Station WDBO, whose present assignment is 1120 kilocycles frequency and 250 watts power on an unlimited period of operation requested an assignment of 530 kilocycles frequency and 250 watts power. Since July 27, 1932, the station has operated on the modified assignment pending the outcome of a hearing on which Mr. Yost based the report. It was found that the 580 kilocycle frequency with 250 watts power would result in less interference.

X X X X X X

## EAR-GAS FOR WHISPERING CAMPAIGNS

Wise political candidates are making early reservations for time on broadcasting stations beginning Friday before Election Day so as to have facilities for killing of whispering campaigns and eleventh hour political canards.

These things are purposely sprung late in hopes that there will not be time for a newspaper correction. The radio stations have been found very effective for this purpose in past elections.

X X X X X X

## CAPITAL STATION ASKS POWER INCREASE

Station WMAL, of Washington, D. C., made a plea before the Federal Radio Commission for permission to increase its night-time power from 250 to 500 watts. The station, owned and operated by M. A. Leese is now the Washington outlet for Columbia chain programs but is planning to become an independently operated local station after the completion of Station WJSV now scheduled for October 20th, which thereafter will be the Columbia station.

The main purpose of the application, as explained by Milton R. Baker, Manager of WMAL, is to secure sufficient power to override interference, believed to result from the operation of WGBF, Evansville, Ind., on the 630 kilocycle channel, a regional frequency, also occupied by stations in Columbia and Jefferson City, Mo. Mr. Baker also declares there is a heterodyne on their channel at intervals, but WMAL engineers have never been able to identify the station causing it.

Mr. Leese said that he proposes to maintain a high-grade program standard after the severance of his relations with Columbia and that WMAL, which has always devoted a good portion of its local time to civic broadcasts, will donate as much, if not more, free time to civic enterprises in the future.

A number of officials of trade organizations testified that Station WMAL had always been very generous with its facilities in behalf of the citizens of Washington. Among them were Mark Lansburgh, President of the Merchants and Manufacturers' Association; Harry King, President of the Washington Chamber of Commerce; and Dorsey W. Hyde, Jr., Secretary of the Washington Chamber of Commerce.

Station WOL, of Washington, appeared in opposition to WMAL's application, on the grounds that the former station had made application for increased power on several occasions and that if any increase is granted, WOL should be the first to receive it.

Station WMAL was represented by Thomas P. Littlepage, John M. Littlepage, and Paul D. P. Spearman, while George Sutton represented WOL.

X X X X X X

#### ADVOCATES GREATER ATTENTION TO BROADCASTING USES

The technical features of broadcasting have held sway up to the present. The time has now come, Federal Radio Commissioner Harold A. Lafount declares, to consider just what use this highly perfected system of communication should be put to in the public interest. The Government set up requirements for equipment of a certain design which has to be put into operation, requires broadcasters to maintain a frequency with an accuracy heretofore unheard of, and regulates the establishment of transmitters and their location. In short, from a technical point of view, it imposes requirements in great detail, and has a corps of supervisors engaged to see that the regulations are obeyed.

"Yet the Government does not consider the use of this great instrumentality other than that it be used in the public interest", Mr. Lafount went on. When educators are in a position to broadcast programs, the use of radio for this purpose is not at all clear. Even they themselves have no accepted formula. The whole question of the use has yet to be defined."

One of the reasons that little has been accomplished in this direction is due to the fact that there has not been developed a proper coordination of the various interests involved.

"This is an inescapable problem of the future. It might at some future time seem reasonable for Congress to consider the educational aspects of broadcasting", the Commissioner continued.

"Through the United States Office of Education, a system of coordination with States and localities might be developed. All the forces could be brought together and something tangible worked out as educational and the method of presenting set forth.

"Commercial stations have taken care of entertainment and they have sponsored many educational programs of inestimable value. They are usually cooperative in broadcasting some educational programs, but few know what is in the public interest and how to present it. If some person could be appointed in the Federal Government to devote attention to the character of programs, then the solution of this increasing problem would be near."

X X X X X X

NBC NEW ACCOUNTS; RENEWALS AND CORRECTIONS

NEW - Elgin National Watch Co., Chicago, Ill.; Agency - Lord and Thomas, Chicago, Ill.; Starts - October 14, 1932, for 11 weeks, Fridays, 10:30-10:45 P.M., EST; Basic Red Network, NW, SE, SC, SW, Mt. Orange, KFSD, KTAR; Program - "Elgin Adventure Club".

Pacific Coast Order - Centaur Company (Fletcher's Castoria), New York City; Agency - Young and Rubicam, Inc., New York City; Starts October 4, 1932, Tuesday, Saturday, 11:30-11:45 A.M. PST, Network - KGI, KFI, KFSD only; Program - Household sketch as part of Radio Household Institute.

NEW - William Wrigley, Jr. Co. (Chewing Gum), Chicago, Ill.; Agency - Frances Hooper Agency, Chicago, Ill.; Starts - October 4, 1932 for 13 weeks, Tuesdays, 4:00-4:30 P.M. EST; Network - WEA, WTAG, WJAR, WCSH, WFI, WFBR, WRC, WGY, WBEN, WCAE, WTAM, WWJ, WSAI, WMAQ, WOC, WHO, WOW, WDAF, WCKY; Program - Bridge talks by Mrs. Ely Culbertson - guest fashion authorities.

NEW - Smith Brothers (Cough Syrup and Cough Drops) Poughkeepsie, New York; Agency - Homman Tarcher & Sheldon, New York City; Starts November 13, 1932, for 20 weeks, Sundays 9:15-9:30 P.M. EST, Network - WJZ, WBZ, WBZA, WBAL, WHAM, KDKA, WJR, KYW, KWK, WREN, KOIL, KWCR; Program - "Smith Brothers - Trade and Mark" Nat Shilkret and orchestra of 10 men with Billy Hillpot and Scrappy Lambert.

RENEWAL - Stanco, Inc., New York, N. Y. ("Nujol"); Agency - McCann Erickson, Inc.; Starts October 3, 1932, daily except Saturday and Sunday, 7:45-8:00 P.M.; Network - Basic Blue; Program - "Johnny Hart in Hollywood".

NEW - Swift & Company, Chicago, Ill.; (Meats and Butter); Agency - J. Walter Thompson Company; Starts November 3, 1932, Thursday and Friday 8:45-9:00 P.M.; Rebroadcast 12:15-12:30 A.M.; Network - Basic Blue and Supp.; Program - Undetermined.

RENEWAL - Armour & Co. (Meat Packers), Chicago, Ill.; Agency - N. W. Ayer & Son, Chicago, Ill.; Starts July 29, 1932 for 52 weeks, Fridays 9:30-10:00 EST; Network WJZ, WBZA, WBZ, WBAL, WHAM, KDKA, WGAR, WJR, WMAQ, KWK, WREN, KOIL, WEBC, KSTP, WTMJ, WRVA, WJAX, WIOD, WWNC, WSM, WMC, WSB, WAPI, WSMB, WKY, WFAA, KPRC, WOAI, KOA, KDYL, KGO, KFI, KGW, KOMO, KHQ; Program - "The Armour Program" - orchestra under direction of Leroy Shiedl and East and Dumke.

RENEWAL - Colgate Palmolive Peet Co. (Super Suds), Chicago, Ill.; Agency - Lord & Thomas, Chicago, Ill.; Starts August 1, 1932, for 52 weeks; Daily except Saturday and Sunday, 10:15-10:30 A.M.; Network - Basic blue except KWCR and Chicago outlets; NW, SE, SC, SW, except KTBS, KOA, KDYL; Program - "Clara, Lu 'n' Em", comedy sketch. (Originates NBC Chicago - This cancels unexpired portion of present executive order issued in January:

Changes on NBC Accounts Recently Sent You: Ocean Steamship Co. "Savannah Liners Program" - WJZ, change starting date to October 11, 1932 for 52 weeks instead of October 4, 1932.

Carnation Milk Co. - "Contented Program" - WJZ, change broadcast time from Mondays 8:00-8:30 P.M. to Mondays, 9:30-10:00 P.M., effective October 31st.

Sterling Products, Inc. "The Girl Who Lives Next Door Program", WBAF, change starting date October 4, 1932 (Tuesday) instead of September 27, 1932.

X X X X X X X

#### APPLICATIONS RECEIVED BY FEDERAL RADIO COMMISSION

October 4 - WESG, Cornell University, Ithaca, N. Y., modification of license to change location of main studio to Elmira, N. Y.; WJAY, Cleveland Radio Broadcasting Corp., Cleveland, Ohio, modification of license to change frequency, power and hours from 610 kcs., 500 watts, daytime to 590 kcs., 250 watts night, 500 watts day, unlimited hours; WEHC, Emory and Henry College, Emory, Va., C.P. to move transmitter and studio to Charlottesville, Va., amended to give exact location of transmitter as two miles from business center of Charlottesville, Va.; Lancaster Broadcasting Service, Inc., Lancaster, Pa., C.P. for new station to use 1230 kc.s, 500 watts daytime; WWL, Loyola University, New Orleans, La., license to cover C.P. issued 12/4/31 change location and increase power; KSO, Iowa Broadcasting Co., Des Moines, Iowa, modification of C.P. issued 9/30/32 to give exact location of transmitter and studio as 715 Locust St., Des Moines, Ia., changes in equipment; WHBY, St. Norbert College, Green Bay, Wis., voluntary assignment of license to WHBY, Inc.

Also, KREG, J. S. Edwards, Santa Ana, Calif., voluntary assignment of license to The Voice of the Orange Empire, Inc., Ltd.; WPRO-WPAW, Cherry and Webb Broadcasting Co., Providence, R. I., C.P. to move transmitter to near Graystone, R. I., change frequency and power from 1210 kcs., 100 watts to 630 kcs., 250 watts, amended to request 1260 kcs. instead of 630 kcs. and change in antenna system;

The following renewal applications have been received: WCKY, L. B. Wilson, Inc., Covington, Ky., 1490 kcs., 5 KW, unlimited hours; KGNO, The Dodge City Broadcasting Co., Inc., Dodge City, Kansas, 1210 kcs., 100 watts, unlimited hours; WTJS, The Sun Publishing Co., Inc., Jackson, Tenn., 1310 kcs., 100 watts night, 250 watts day, unlimited hours.

October 5 - Edwin Drillings, Middle Village, N. Y., C.P. for new station to use 1500 kcs., 100 watts, share with WWRL, WMIL and WMBQ, resubmitted, changing street address of transmitter location and to request facilities formerly used by WLBX, Long Island City, N. Y.; WKBZ, Karl L. Ashbacker, Ludington, Mich.,

license to cover C.P. issued 5/27/32 for changes in equipment and increase power from 50 to 100 watts; WILL, University of Illinois, Urbana, Ill., special authorization to increase operating power from 250 watts night, 500 watts day to 500 watts night experimentally and 1 KW day, requests facilities of WKBS, Galesburg, Ill., terms of 0.2 quota units; KUMA, Albert H. Schermann, Yuma, Ariz., modification of license for change in specified hours of operation; KGFL, KGFL, Inc., Santa Fe, New Mexico, modification of C.P. issued 5/17/32 to extend date of completion to 11/17/32; KIDW, The Southwest Broadcasting Co., Lamar, Colo., voluntary assignment of license to The Lamar Broadcasting Company.

The following application for renewal of license has been received: WGCM, Great Southern Land Company, Mississippi City, Miss., 1210 kcs., 100 watts, unlimited time.

X X X X X X X X

## DECISIONS OF THE FEDERAL RADIO COMMISSION

### Applications Granted (Oct. 6, 1932)

WCOA, Pensacola Broadcasting Co., Pensacola, Fla., license covering installation of new equipment and move of station locally, 1340 kc., 50 w., unlimited time; KALE, M. E. Brown, Portland, Oreg., consent of voluntary assignment of license to KALE, Inc., Also granted renewal of license, 1300 kc., 500 w., specified time; KWEA, Hello World Broadcasting Corp., Shreveport, La., extension of special authority to remain silent pending action on application for C.P. pending before Commission; WCGU, U. S. Broadcasting Corp., Brooklyn, N. Y., authority to begin equipment test Thursday morning, Sept. 22, at 1 A.M. EST; WSAJ, Grove City College, Grove City, Pa., special authorization to operate from 2 to 4:30 P.M. EST Oct. 8, 15, 29 and Nov. 5 and 19, 1932.

Also, State of New York, Conservation Dept., portable and mobile, authority to operate 3 portable and mobile general experimental stations to be used in investigation of practicability of these frequencies for communication purposes in connection with fighting forest fires; frequency 60,000 to 80,000, power two stations 1.3 w. each, one station 30 w.; RCA Communications, Inc.: WEL, Rocky Point, N. Y., special authority to operate point-to-point station WEL, Rocky Point, for communication with S.S. "Rex" until its arrival in New York; K6XO, Kahuku, Hawaii, W6XI, Bolinas, Calif., renewal of special experimental licenses; Aeronautical Radio, Inc.: KGSP, Denver, Colo., C.P., aeronautical frequencies 2906, 3072.5, 3082.5, 3088, \*5510, \*5540, 5672.5 kc., 400 w. (\*available to March 1, 1933); WSDR, Madison, Wis., aviation aeronautical point-to-point license 2668, 2672 kc., 400 w., also granted aviation aeronautical license, 2668, 2672 kc., aviation aeronautical license 2668, 2682 kc., 400 watts, also, aviation aeronautical license 2854 3005 kc., unlimited, 5377.5 kc., day only, 400 watts.

Also, W2XE, Atlantic Broadcasting Corp., near Wayne, N. J., modification of extending completion date to Feb. 1, 1933; WHD, The New York Times Co., New York City, mobile press license for additional transmitter, frequency range 6450-22250 kc., 50 w.; W9XAL, First National Television Corp., Kansas City, Mo., experimental broadcasting license, 2200-2300 kc., 500 w.; Bell Telephone Laboratories, Inc.: W2XDJ, and W2XAV, initial location Ocean Township, Whalepond Road, N. J., renewal of special experimental licenses; American Radio News Corp.: W2XH, New York City, renewal of special experimental license; W3XO, portable in Sussex, Morris, Essex and Somerset Counties, N. J.; W2XA, Rocky Point, N. Y., renewal of special experimental license; W6XC, Fred W. Christian, Jr., renewal of general experimental license; W9FZO, Richard W. Pitner, Sioux City, Ia., authority to operate amateur station at 2518 Pierce St., Sioux City pending formal application on modification of license.

#### Ratification Of Acts Of Commissioners

Action taken Oct. 1 - KGW, Oregonian Publishing Co., Portland, Ore., granted permission to take depositions in re appeal for modification of license station KTAR, Phoenix, Ariz., scheduled for hearing Oct. 31, 1932; WSBT, South Bend Tribune, South Bend, Ind., granted order to take depositions in re appeal for modification of license, Station WSBT and modification of license appeal Station WFBM, scheduled for hearing.

Action taken October 3 - WSM, National Life & Accident Insurance Co., Nashville, Tenn., authorized to use transmitter formerly licensed as main transmitter for auxiliary purposes, 650 kc., 5 kw.; WIEK, Atlantic Broadcasting Corp., WIEL, New York, authorized to use Station WIEK and WIEL, 1542 and 2478 kc., 50 w., Oct. 3 to 15 inclusive, to broadcast races at Jamaica.

Action taken Oct. 6 - KITB, Mackay Radio & Telegraph Co. New Orleans, La., granted temporary authority (60 days) to operate spark transmitter aboard vessel "Fairisle" pending receipt of formal application, frequencies 375, 425 and 500 kc., 1 kw.; WJW, Mansfield Broadcasting Association, Mansfield, Ohio, authorized to discontinue operation Oct. 6, while station is being moved to Akron, and modifying antenna system; KUJ, Inc., Walla Walla, Wash., granted special authority to operate unlimited time on Oct. 6, 12, 13, 20, 27 and Nov. 3.

Action taken Oct. 6 - WLBW, Broadcasters of Pennsylvania, Inc., Erie, Pa., modification of C.P. to change location of transmitter and studio locally and respectively extend completion date of C.P. to 16 days after this date and cease operation at Oil City immediately.

#### Action On Examiners' Report

Robert Mendez, San Juan, Porto Rico, denied appeal for C.P. to erect new station at San Juan, P. R. to operate on 1370 kc., 100 watts, unlimited time, reversing Chief Examiner Ellis A. Yost.

The Commission granted 426 licenses to amateurs, of which 247 are new stations, 122 renewals, and 57 modifications covering new locations or other changes.

X X X X X X X

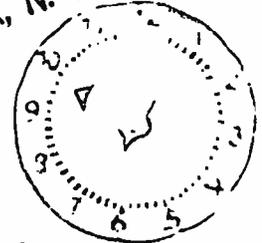
# HEINL RADIO BUSINESS LETTER

INSURANCE BUILDING

WASHINGTON, D. C.

ISSUED TWICE A WEEK AND CONTAINING THE LATEST INFORMATION REGARDING THE RULINGS OF THE FEDERAL RADIO COMMISSION, RADIO LEGISLATION, DEPARTMENT OF COMMERCE REGULATIONS, CHANGES IN WAVELENGTH, CALL LETTERS AND POWER, PATENTS, EXPORTS, FEDERAL TRADE COMMISSION RULINGS AND OTHER MATTERS OF INTEREST TO BROADCASTERS AND MANUFACTURERS. :: :: CONFIDENTIAL—NOT FOR PUBLICATION. :: ::

National Broadcasting Co.  
GENERAL LIBRARY  
11 Fifth Avenue, New York, N. Y.



OCT 14 1932

W. JOHNSTONE

INDEX TO ISSUE OF OCTOBER 13, 1932.

Election May Play Havoc With Congressional Radio Set-Up.....	2
Got The Name Of His High Boss Wrong.....	3
Mexican Situation Alarms Broadcasters.....	4
Stations May Insure Against Libel Or Slander.....	5
Trade Commission Goes After Advertiser.....	5
Landline Rates Published By The Berne Bureau.....	5
Radio Described As U. S. Stepchild.....	6
Trade Paper Lists Salaries.....	7
Composers Waive Campaign Address Charges.....	8
Do People Listen To College Stations?.....	9
Arcturus Claims Major Tube Business In 30 Countries.....	10
Campaign Orator Carries His Own Loud Speaker.....	11
Break Down In Call Letter Announcing.....	11
Decisions Of the Federal Radio Commission.....	12

No. 569

SUBSCRIPTION PRICE, \$10. PER MONTH. NO CONTRACT REQUIRED.

## ELECTION MAY PLAY HAVOC WITH CONGRESSIONAL RADIO SET-UP

Either way the election goes it will cause sweeping changes in the radio legislative set-up in Congress. Every member of the House Radio Committee (Merchant Marine, Radio and Fisheries) is up for re-election. Likewise the fate of five members of the Senate Radio Committee (Interstate Commerce) is in the hands of the voters. These Senators are Smith, of South Carolina; Wagner, of New York; Tydings, of Maryland; and Barkley, of Kentucky, Democrats; and Watson, of Indiana, Republican.

The first casualty on the Senate Committee is Brookhart, Republican Progressive, of Iowa, who was defeated for the nomination by Henry Field, of Station KFNF, Shenandoah. If Field is elected, he will undoubtedly endeavor to succeed Brookhart on the Committee. Another vacancy will be caused by the voluntary retirement of Senator Hawes, of Missouri.

If the Republicans carry the Senate, Senator Couzens, Republican, of Michigan, will continue as the Chairman, but if the Democrats have a Senatorial majority, Senator Ellison D. Smith, Democrat, of South Carolina, will head the Committee.

That is, if Senator Smith is re-elected. If not, Senator Key Pittman, Democrat, of Nevada, would automatically become the Chairman. Should Senator Pittman decline the honor, or prefer to head another committee, Senator Dill, of Washington, co-author of the Radio Act, then inherits the chairmanship.

However, if Roosevelt is elected, Senator Dill, whose term in the Senate expires in 1935, may go into the Cabinet. Senator Dill was one of Governor Roosevelt's pioneer supporters in the West and has been mentioned as a Cabinet possibility - most frequently as the Secretary of the Interior or Secretary of Commerce. Should that come to pass, Senator Burton K. Wheeler, of Montana, would then have the refusal of the Senate Radio Committee Chairmanship. Wheeler, too, is a Cabinet possibility, and the chairmanship then might go down the line to Wagner, of New York, or Tydings, of Maryland, depending, of course, upon their re-election.

So the next Senate radio czar, if he is to be a Democrat, is an uncertain quantity.

If Reverend Shuler should defeat William Gibbs McAdoo for the Senate in California, the former surely would endeavor to get on the Senate Radio Committee. Should he succeed, it would place him in a position where he might have sweet revenge. The Radio Commission six months or so ago closed Shuler's station down because of the minister's personal attacks upon individuals.

If Shuler landed on the Senate Radio Committee, the Radio Commission would be at his mercy. He could even block the confirmation of the Commissioners who voted to close his station when they came up for re-confirmation.

However, he would have to wait a while to do it as the first one he would have a chance to take a crack at would be Commissioner Starbuck who, if reappointed, comes up in 1934. The next Commissioner who will have to be confirmed, who voted against Shuler, will be Judge E. O. Sykes, in February, 1933, if the latter is reappointed. However, that would be before Shuler is seated, if he is elected to the Senate.

Representative Ewin Davis, of Tennessee, Democrat, Chairman of the House Committee, has already been defeated for renomination which will put Representatives Schuyler Otis Bland, of Virginia, or Clay Stone Briggs, of Texas, at the head of the Committee if the Democrats win a majority in the House. The defeat of Representative Davis came as a distinct surprise. He actively assisted in framing the Radio Act and was the author of the Davis Amendment for the equal distribution of radio facilities.

If the House is Republican, then the radio chairmanship may go to Representative Frederick R. Lehlbach, of New Jersey, if he is re-elected. If not, it will go to Representative Arthur M. Free, of California, or if he should not be elected, to the fiery Representative Frank R. Reid, of Illinois. If there is a Democratic landslide, it might go as far down the seniority ranks as Representative Charles L. Gifford, of Massachusetts.

It is a certainty if Dr. Frank W. Elliott, former manager of Station WOC, Davenport, Ia., Republican nominee for Congress, is elected that he will seek to be assigned to the House Radio Committee.

A pre-election House radio casualty and the elimination of a caustic chain was the defeat for renomination in the State of Washington primaries of Representative Ralph Horr, of Seattle. Mr. Horr, a Republican and former receiver of the Northwest Broadcasting System, began his first term two years ago with an attack on broadcasting monopolies.

X X X X X X X X

GOT THE NAME OF HIS HIGH BOSS WRONG

Who was the NBC-WJZ announcer who referred to the head of the RCA presiding at the Coolidge meeting in New York City as Gen. "Charles" G. Harbord?

X X X X X X X X

## MEXICAN SITUATION ALARMS BROADCASTERS

The American broadcasters are becoming very much alarmed over the conflict of Mexican broadcasting stations with those licensed to operate in this country. The Mexican Government recently authorized the construction of a broadcasting station at Villa Acuna, Mexico, to operate with 500,000 watts power on a frequency of either 655 kilocycles or 735 kilocycles. Stations with which the Mexican transmitter will interfere if it goes on the air on 655 kilocycles are WSM, Nashville, a 5000 watt station; and WEA, New York, a 50,000 watt station. Stations WGN, Chicago, and WSB, Atlanta, Ga., would be affected if the 735 kilocycle frequency is chosen. Transmission of any of these stations would be practically ruined by the half-million-watt broadcaster.

"The construction and operation of this station with such superpower will destroy the effective service to the public now being rendered by many stations of all classifications licensed by the United States Government", declared a letter addressed to the Department of State by the National Association of Broadcasters, protesting this move. "There is no necessity to discuss in any detail here the engineering questions involved. It is undisputed that the use of superpower in Mexico on the precise frequencies or adjoining frequencies assigned to stations in the United States will cause such ruinous interference as to make reception conditions intolerable.

"More than a year ago a committee of this Association called formally upon the Department of State and advised it of the contemplated construction and operation of high powered stations in Mexico. Since that time the construction of one station of 75,000 watts and another of 150,000 watts have been authorized and one of them is already in operation.

"The present broadcasting structure of the United States has been developed over a period of years at great expense to our broadcasting companies and individual citizens. While the Federal Radio Commission has done all that it can to stabilize broadcasting, it is unable to exercise its powers beyond the territorial limits of the United States. Its constructive efforts at regulation are now being undermined by interference conditions beyond its control.

"Due to the fact that there does not now exist an understanding between our Government and the Mexican Government with respect to the allocation and use of broadcasting frequencies, stations licensed by the Commission have been helpless in the rapid encroachment upon licensed rights resulting from the construction of new stations and the continued increases in power of existing stations in Mexico.

"The Association feels that the continuance of this situation is not only ill-advised from the standpoint of international good-will but tends to aggravate actual differences existing between these two nations. Indeed, if it is continued there will result a condition which will make a constructive solution of the problem extremely difficult if not entirely impossible.

"In view of the foregoing, we respectfully call upon the Department of State to take whatever steps are necessary to maintain the status quo with respect to the assignment of frequencies, increases in power, and new construction of stations in Mexico so as not to prejudice a future solution of the problem, since the matters under consideration at the International Radiotelegraph Conference now in progress at Madrid should furnish the basis for such solution."

X X X X X X

#### STATIONS MAY INSURE AGAINST LIBEL OR SLANDER

An insurance company is said to be offering radio stations a policy which will protect the station against libel or slander actions.

X X X X X X X

#### TRADE COMMISSION GOES AFTER ADVERTISER

A corporation operating a large broadcasting station and permitting the vendor of an electro-magnetic coil to make representations concerning such appliance which were alleged to be false and misleading, agreed to waive its rights as a joint respondent and in the subject matter, and to be bound by an action of the Federal Trade Commission against the advertiser.

X X X X X X

#### LANDLINE RATES PUBLISHED BY THE BERNE BUREAU

A complete list of radio and landline rates charged by companies operating in the United States will be published by the Berne Bureau in the next issue of the List of Fixed and Land Stations. Complete information concerning these rates has not been available for several years due to certain confusion resulting from the quotation of "through rates" by commercial companies.

X X X X X X

3

## RADIO DESCRIBED AS U.S. STEPCHILD

A report of the Standing Committee on Communications of the American Bar Association, meeting in Washington, pictures the radio industry as a sort of stepchild of the Government. 

"It may be safely stated that in the entire history of the United States Government no industry has ever had imposed upon it so much uncertainty as to its continued existence or as to the protection of its investment, or so great an expense because of Government regulation, as the broadcasting industry", it was declared in the report of this committee, headed by Louis G. Caldwell, Washington lawyer, who formerly was chief counsel for the Federal Radio Commission, now representing the National Association of Broadcasters at the International Radiotelegraph Conference in Madrid. The report was presented by John W. Guider, as acting chairman of the Committee.

The meeting was thrown into confusion when Judge Ira E. Robinson, formerly chairman of the Federal Radio Commission, now a practicing radio attorney, charged that the report was "an awful indictment of public officials". He said the report was "tactless" and that he was opposed to it. A dissenting opinion disapproving as inappropriate such unreserved criticism of a government commission will be drafted by Judge Robinson and Mr. Guider.

The conclusion of the committee was reached in a summation of the "major defects apparent in the commission's administration of radio regulations", the committee including this along with a survey of radio legislation - Federal, State, municipal and foreign, and with recommendations on the conduct of the radio industry. 

The report called attention to the fact that "in the absence of any pronouncement by the United States Supreme Court and with only a few decisions by other courts, the boundary line between Federal and State jurisdiction in radio regulation continues vague and obscure."

"As a result", it continued, "states and cities are continually adding to the list of enactments of doubtful validity. This tendency has been given emphasis during the recent past by legislation imposing license fees or privilege taxes of one sort or another on the operation of broadcasting stations and of receiving sets."

It was also pointed out in the report that the long awaited test of the fundamental constitutionality of the radio act may be furnished in the Court of Appeals of the District on appeals from two Chicago stations - WIBO and WPPC-- whose assignments were given to Indiana broadcasters on the grounds

that Illinois is "over quota" and Indiana "under quota" under the Davis amendment.

Several phases of the administration of the Radio Commission are criticized by the committee.

Important matters, it says, which to all intents and purposes are given the effect of regulations, are not embodied in the regulations, and no one can be certain in a particular case whether such matters will be determinative in his case.

Because of the prohibition of censorship, the report points out, the commission regards itself as without power to forbid certain types of programs, such as lotteries, fortune telling talks, and so forth, yet holds that any such matters are pertinent to an application for a renewal of license and may be relied upon to justify denial of such an application. This, it points out, subjects a broadcaster to deprivation of his license without advance notice of specific charges he may be called upon to meet at a hearing.

Clear-channel service, which is the only method of reaching large portions of the rural sections, the report continues, "is under-going a relentless process of corrosion which threatens ultimately to ruin them". This "corrosion", it says, has taken the form of permitting duplicate operation of stations on clear channels by "consent" of the dominant clear-channel stations, the authorizations of daytime and limited-time stations on clear channels at inadequate separations and the recent consent of the United States to the use of two United States clear channels by proposed Canadian stations.

The few hearings, held by the commission are also criticized.

Legislation to restrict radio advertising is opposed, "at least for the present" by the committee.

X X X X X X X X X X

#### TRADE PAPER LISTS SALARIES

The following are the salaries actually paid radio stars, according to Variety, the theatrical magazine:

Amos and Andy, \$7,500 weekly; Mildred Bailey, \$2,500; Ben Bernie band, \$6,500; Boswell Sisters, \$3,000; Cab Calloway and band, \$5,000; Camel Quarter Hour, \$8,500; Russ Columbo, \$2,000; Bing Crosby, \$3,000; Morton Downey, \$4,500; Gene and Glenn, \$5,000; Guy Lombardo band, \$6,000; Vincent Lopez band, \$4,000; Mills Brothers, \$3,500; Jack Pearl, \$3,500; Revelers, \$3,500; Sanderson and Crummit, \$3,500; Kate Smith, \$7,500; Paul Whiteman band, \$8,500; and Ed Wynn, \$5,000.

X X X X X X X X X X

## COMPOSERS WAIVE CAMPAIGN ADDRESS CHARGES

Expressing the belief that a public service is rendered to the Nation by the various political candidates in their radio discussions of problems which confront the Government, and desiring to support the dissemination of such information and to contribute its bit towards the service to the people, E. C. Mills announces that the American Society of Composers will not collect the usual royalties insofar as political programs are concerned.

Stations are required to pay the Society three per cent of the net receipts for all programs for which time is sold but this fee will be waived in connection with campaign addresses.

Mr. Mills' letter to broadcasting stations follows:

"Believing that a substantial public service is rendered to the Nation by the various political candidates in their discussions through radio of problems which confront the Government, and desiring to support in every consistent manner the dissemination of such information and to contribute our bit toward the service of the people, please take note:

"Whilst the formula endorsed by the Board of Directors of the National Association of Broadcasters and accepted by our Society under which licenses are to issue as of September 1, 1932, covering the use in broadcast performances of music copyrighted by our members, provides that a percentage is to be paid to the Society of all net receipts in respect of all programs without exception for which the time is sold, we are going to waive the collection of the amount represented by these percentages as far as political addresses are concerned.

"Therefore, in accounting on the forms provided by our Society for 'Net Receipts' from the sale of time, you may eliminate all straight political programs regardless of the party affiliations of the speaker, and regardless of whether as an incident to such programs music copyrighted by members of the Society is used.

"As to stations which have already made remittances of percentages in respect of such programs hereafter rendered, we would thank them to make claim upon us for a refund of the amount thereof. These refunds will be made with the distinct understanding, however, that if at the time the sale of facilities was made the political party or candidate who purchased this time was charged an additional music license fee, the amount thereof shall be refunded by the station."

X X X X X X X

## DO PEOPLE LISTEN TO COLLEGE STATIONS?

Although it started as a hearing between small stations, the question raised "Do people listen to college stations?" was such a big one that before the case was closed, it had the interest of the entire Federal Radio Commission. It came about through the efforts of Station WRHM, of Minneapolis (the Minnesota Broadcasting Company), attempting to divorce itself from three college stations which share time with it - WCAL, St. Olaf College, Northfield, Minn.; KFMY, Carleton College, Northfield, Minn., and WLB-WGMS, the University of Minnesota, Minneapolis, Minn.

The general charge was made by John E. Tappan, representing WRHM, that virtually nobody listened to a college station program. The colleges countered with the assertion that relatively few listened to the average commercial program.

The college stations through counsel argued that WRHM already has procured 80 per cent of the time and they are unable to extend their educational programs unless their time is increased to 29 per cent.

Here another important question was raised when the colleges demanded night hours for their educational programs. "What would happen to us", one commercial broadcaster asked, "if all educational stations demanded night hours - our best commercial time?"

Mr. Tappan, speaking for Station WRHM, stated that the educational programs attracted such a limited audience that after their programs are begun, the regular listeners of the Minnesota Broadcasting Corporation tune off and turn to other stations to the detriment of their advertising. Frequent interruptions in the regular programs for college educational station features, he asserted, had caused a loss in listeners to the commercial station and revenues from advertising are falling off so rapidly that the corporation is fighting for its life.

Horace Lohnes, representing the college stations, pointed out that the net profit of Station WRHM amounted to \$25,000 in 1930, and it was not a case of survival but a desire for exclusive time on the air. He reminded the Commission that the presence of the college stations was brought about by the application of WRHM for a modification of its license for unlimited time.

Mr. Tappan further asserted that the type of programs broadcast by the college stations are of scanty interest to the general public and that their interruptions alienated listeners who would ordinarily follow the programs of Station WRHM. He said the lectures in the evening by college professors on science, biology, languages, and similar subjects have no appeal to the tired workingman. But 1 per cent of the listeners are interested, he added.

Continuing, counsel for WRHM declared that these college stations could not be self-supporting if they had to depend on a listening audience.

The most logical solution would be to place the three colleges on a separate wave length, and WRHM on a separate wave length, Mr. Tappan continued, declaring that the Minnesota Broadcasting Corporation now has 100 hours on the air per week, and the college stations 20, but this does not reveal the interruptions to the commercial station broadcasts when these break in at certain times. Radio is not necessary to carry out the night work of the university and colleges, Mr. Tappan asserted, especially since the University of Minnesota has a night school, and correspondence courses.

Mr. Lohnes, for the college station, informed the Commission that the night broadcasts were essential to enlarging the educational programs of the institutions. He outlined their endowments incomes, student enrollment, and educational facilities. Radio serves to strengthen the extension courses and the usefulness of it, he said, is testified by depositions before the Commission.

Carleton College seeks to increase its time to 10 hours per week, St. Olaf its to  $9\frac{3}{4}$ , and the University of Minnesota to 18 hours. He cited the construction of a \$100,000 music hall in St. Olaf College whose choir is nationally known, and stressed the popularity of the college music programs. The University of Minnesota, he explained, plans to enlarge its educational program in the field of science, child welfare, and agriculture to reach the farmers. The use of Norwegian in the programs of St. Olaf College reached large numbers of Norwegians within the area, it was said.

Mr. Lohnes called attention to the fact that the three colleges had withdrawn their application for unlimited time on the air to the exclusion of WRHM because they cannot use all the time originally sought. He said they have no complaint against the Minnesota Broadcasting Corporation but merely want justice for each contestant. He pointed out, however, that 40 per cent of WRHM's time was devoted to phonograph record broadcasts.

As for a separate channel, Mr. Lohnes concluded, this would be most desirable to the colleges, but under the quota assignment for the State, this seems impossible.

X X X X X

#### ARCTURUS CLAIMS MAJOR TUBE BUSINESS IN 30 COUNTRIES

A survey just completed by Walter A. Coogan, Export Manager of the Arcturus Radio Tube Company, Newark, N. J., shows that Arcturus Tubes amounted to over 50% of the total American tubes imported into thirty of the seventy-six foreign countries in which these tubes are sold, according to a statement from that company.

X X X X X

## CAMPAIGN ORATOR CARRIES HIS OWN LOUD SPEAKER

Your up-to-date campaign spell-binder this year carries a loudspeaker with him in a suitcase. If a baby cries or a heckler tries to shout him down, he is easily able to roar forth all the louder. His voice can be magnified a hundred times and he has the power to literally blow the audience out of their seats but, of course, he doesn't go to that extreme because he is after their votes.

The entire equipment, including the case, weighs seventy pounds. The equipment includes the amplifier, a loud-speaker, a control unit, and the necessary connections. It operates from the regular alternating-current electric-power supply.

To make its convenience complete, the miniature public-address system is arranged for use with another miniature device developed by the same engineers, the so-called "lapel" microphone which came into prominence during the broadcasting of the national party conventions at Chicago. When the orator arrives at his indoor or outdoor meeting, all he does is set the case down in a good place, plug in on the electric-light line, pin the tiny microphone on his lapel, step up on the platform, and commence talking in his ordinary tone.

The wire from the microphone gives him thirty feet in which to make dramatic strides and gestures. An assistant, seated inconspicuously as far as fifty feet away can, by means of remote volume control, help the speaker punctuate his points without actually raising his voice. The system can also be used with an electrical reproducer to amplify phonograph records of music or prepared speeches.

The system was designed by the Bell Telephone Laboratories and the complete equipment is manufactured by the Western Electric Company.

X X X X X X X

## BREAK DOWN IN CALL LETTER ANNOUNCING

Taking advantage of the latitude given to them by the Federal Radio Commission, some stations are growing careless in the matter of announcing call letters at regular intervals. As the Commission regulation now stands, call letters must be announced by a station every fifteen minutes except where a dramatic or musical program of importance would be seriously interrupted. This would be in such a case as a program by the Philadelphia Orchestra or a special event or memorial broadcast.

Heretofore broadcasters, especially the larger stations were very punctilious in announcing their identity but recently listener tuned in for almost an hour without being able to learn what station he was listening to.

X X X X X X

## DECISIONS OF THE FEDERAL RADIO COMMISSION

### Applications Granted (Oct. 10; 1932)

KGKX, Sandpoint Broadcasting Co., Lewiston, Idaho, modification of C.P. extending commencement date from June 10 to Sept. 15, and completion date from Sept. 10 to Nov. 20, 1932; also temporary renewal of license and designated application for hearing; 1420 kc., 100 watts, unlimited time; WMIL, Arthur Faske, Brooklyn, N. Y., authority to remain silent Sunday, Oct. 9, from 11 P.M. to 1 A.M., and Monday Oct. 10 in order to observe Jewish religious holiday; denied authority to operate Tuesday, Nov. 8 from 12 noon to 1 P.M., and from 10 P.M. to 1 A.M.; KGFW, Central Nebraska Broadcasting Corp., Kearney, Nebr., authority to temporarily reduce hours of operation beginning Oct. 3 from unlimited to specified times pending decision on application requesting one-half of facilities of station KGFW; WNAX, The House of Gurney, Inc., Yankton, S. Dak., authority to take depositions in re its application for renewal of license set for hearing Oct. 31.

Also, Charles Shannon Breeding, Glendale, Calif., aviation airport C.P. frequency 278 kc., 15 w.; KGTT, Aeronautical Radio, Inc. Cheyenne, Wyo, C.P. to change location to WAE Hangar, Municipal Airport Cheyenne, Wyo.;

### Renewal of Licenses

The following stations were granted renewal of licenses for the regular period: WAAB, Boston, Mass.; WADC, Tallmadge, Ohio; WBAA, West Lafayette, Ind.; WBCM, Bay City, Mich.; WHIG, Greensboro, N. C.; WCBA, Allentown, Pa., and auxiliary; WCMA, Culver, Ind.; WDRG, Hartford, Conn.; WEHC, Emory, Va.; WFBL, Syracuse, N.Y.; WCAR, Cleveland; WHK, Cleveland, Ohio; WKBW, Buffalo, N. Y.; WLAC, Nashville, Tenn.; WNBR-KGBC, Memphis, Tenn.; WODX, Mobile, Ala.; WSAI, Cincinnati, O.; WSAR, Fall River, Mass.; WSFA, Montgomery, Ala.; WGMB, New Orleans; WSPD, Toledo, WTAD, Quincy, Ill.; KDFN, Casper, Wyo.; KFAC, Los Angeles, Cal.; KFJR, Portland, Oreg.; KFTY, Spokane, Wash.; KGIR, Butte, Mont., KGNF, North Platte, Nebr.; KGRS, Amarillo, Texas; KLS, Oakland, Calif.; KOMA, Oklahoma City, Okla.; KOY, Phoenix, Ariz.; KSTP, St. Paul, Minn.; KTBS, Shreveport, La.; KWK, St. Louis, Mo.

Also, KFAC, Los Angeles Broadcasting Co., Los Angeles, Cal., granted special authority to operate unlimited time, subject to immediate cancellation upon final determination of the issues in the Court of Appeals in the case of KGEF, Trinity Methodist Church, South, Los Angeles, but no later than May 1, 1933.

MISCELLANEOUS - WOR, Bamberger Broadcasting Service, Inc., Newark, N. J., renewal of license application heretofore set for hearing Oct. 28, continued to Dec. 15; WSPA, Virgil V. Evans, Spartanburg, S. C., application submitted June 14, 1930, subsequently amended, to move transmitter locally, install new equipment and change frequency from 1420 to 1190 kc., and increase power from 5 w. day, 100 w. night to 5 kw was retired to files for want of prosecution.

X X X X X X X X

# HEINL RADIO BUSINESS LETTER

INSURANCE BUILDING

WASHINGTON, D. C.

ISSUED TWICE A WEEK AND CONTAINING THE LATEST INFORMATION REGARDING THE RULINGS OF THE FEDERAL RADIO COMMISSION, RADIO LEGISLATION, DEPARTMENT OF COMMERCE REGULATIONS, CHANGES IN WAVELENGTH, CALL LETTERS AND POWER, PATENTS, EXPORTS, FEDERAL TRADE COMMISSION RULINGS AND OTHER MATTERS OF INTEREST TO BROADCASTERS AND MANUFACTURERS. :: :: CONFIDENTIAL—NOT FOR PUBLICATION. :: ::

OCT 18 1932

G. W. JOHNSONE

INDEX TO ISSUE OF OCTOBER 17, 1932

National Broadcasting Company  
GENERAL LIBRARY  
711 Fifth Avenue, New York,

RMA Secures Automobile Set Tax Ruling.....	2
Would Advertise Program Features.....	2
Classification Gives Race And Nationality Of Set Owners.....	3
Commissioner's Daughter At Station WRC.....	3
"Living Music" Strikes Back At Radio.....	4
Radio Service Men To Convene.....	4
Sykes Directs U.S. Plan On Censored Messages.....	5
Klugh Believes Broadcast Band Will Be Widened.....	5
New "Cold Light" Television Tube Demonstrated.....	6
BBC Transmits Television.....	7
Rough Sledding For Educational Stations.....	7
Stations Must Have Calibration Check.....	8
Weather Influences Sound Absorption.....	8
Canadians Prepare To Inaugurate Governmental Radio.....	9
RMA Board To Meet Friday.....	9
Bar Association Opposed To Broadcasting Of Court Trials.....	9
NBC New Accounts and Renewals.....	10
CBS New and Renewed Contracts.....	10
Applications Received.....	11

No. 570

SUBSCRIPTION PRICE, \$10. PER MONTH. NO CONTRACT REQUIRED.

## RMA SECURES AUTOMOBILE SET TAX RULING

Detailed below is the Treasury Department ruling on taxation of automobile receiving sets given out in response to an inquiry by Bond Geddes, of the Radio Manufacturers Association:

"You are advised that automobile radio sets specifically designed and primarily adapted for use in automobiles are considered automobile accessories within the meaning of section 606 (c) of the Revenue Act of 1932 and are taxable when sold by the manufacturer at the rate of 2 per cent under that section, rather than at the rate of 5 per cent under section 607, imposing a tax on certain component parts of radio receiving sets.

"Under section 606 (c) such radio receiving sets may be sold free of tax to a manufacturer of automobiles, who becomes liable for the tax in the same manner as the manufacturer if the sets are resold by him otherwise than on or in connection with, or with the sale of, taxable automobiles.

"When such sets are sold by the manufacturer to a dealer for resale or for installation by him, or to a consumer, the tax is imposed at the rate of 2 per cent under section 606 (c).

"In view of the provisions of section 620 of the Revenue Act of 1932, a manufacturer or assembler of such automobile radio sets may purchase taxable radio chassis, cabinets, tubes, reproducing units, or power packs tax free from the manufacturer thereof, for use as parts of such sets only, provided he furnishes with his purchase order an exemption certificate, in the form prescribed in Article 7 of Regulations 46, to the effect that such articles are purchased for use as material in the manufacture or production of, or for use as a component part of, an article to be manufactured or produced by the purchaser which will be taxable under Title IV or sold free of tax by virtue of section 620 of the Revenue Act of 1932. If radio chassis, cabinets, tubes, reproducing units, or power packs purchased tax free under such a certificate are resold by the vendee otherwise than as parts of radio receiving sets specially designed and primarily adapted for use in automobiles, such resale is taxable under section 607 as if made by the manufacturer or producer."

X X X X X X X X X X

## RMA SEEKS TO ADVERTISE PROGRAM FEATURES

As a sales promotion enterprise, the Radio Manufacturers' Association management is considering several plans of institutional broadcasting and also advertising. These are designed to increase radio sales by various methods. Wider advertising in the copy of local dealers and jobbers as well as manufacturers' national advertising of programs and features on the air, with less stress on technical features and all radio advertising, is proposed.

Cooperation with the broadcasting interests in securing wider public knowledge of and interest in radio programs also is being developed. Special attention is being given to secure broadcasting of boxing contests, athletics, and other special events which especially stimulate sales of radio.

Another sales promotion project upon which initial work has been done by the RMA management, is to develop advertising of radio by electric power and utility interests, similar to their present promotion of electrical refrigeration.

X X X X X X X X X X

#### CLASSIFICATION GIVES RACE AND NATIONALITY OF SET OWNERS

Radio sets are owned by 44.4 per cent of the native white families of the United States, by 43.6 per cent of the foreign-born white families, and by 7.5 per cent of the Negro families, according to a census statement.

Out of 29,904,663 families in 1930, it was reported that 12,048,762 or 40.3 per cent, owned radio sets.

Out of the 17,372,524 urban families in the United States, 8,682,176 or 50 per cent, had a radio set; of the 6,604,637 rural-farm families, 1,371,073, or 20.8 per cent; of the 5,927,502 rural-nonfarm families, 1,995,513 or 33.7 per cent; and of the total number of farm families (6,658,681), including the small number living in urban territory, 1,399,495, or 21 per cent, had a radio set.

In the urban population, 56.3 per cent of the native white families had a radio set, 46.2 per cent of the foreign-born white families, and 14.4 per cent of the Negro families; in the farm population, 24.2 per cent of the native white families had a radio set, 32.2 per cent of the foreign-born white families, and only three-tenths of 1 per cent of the Negro families.

The three states having the highest percentage of families reporting a radio set were New Jersey, with 63.4; New York, with 57.9; and Massachusetts, with 57.6. The three States reporting the lowest percentages were Mississippi, with 5.4; South Carolina, with 7.6; and Arkansas, with 9.1.

X X X X X X X X X X

#### COMMISSIONER'S DAUGHTER AT STATION WRC

The family of Commissioner Harold A. Lafount is radio-minded. Mrs. Elsie Dotson, his daughter, is the new day-time hostess at Station WRC, Washington, while another daughter, Mrs. Leonore Romney, is frequently heard over that station in selected readings.

X X X X X X X X X X

## "LIVING MUSIC" STRIKES BACK AT RADIO

Striking back at the radio, the mechanization of theatre music and other kinds of entertainment which have been a blow to hitherto employed musicians, several cities throughout the country are staging what is known as "Living Music Day". It is sponsored by the local union of the American Federation of Musicians in each city and the idea is to develop new fields and new outlets for musical talent.

The way "Living Music Day" was put on in one city recently is typical of what will probably be attempted throughout the entire United States. Several hundred members of the local musicians union donated their services for the day. This group included a 40-piece brass band and ten orchestras.

In the morning there was a massed-band parade of the musicians through the main streets of the city. Thereafter at short intervals throughout the day, free concerts were given by dance orchestras in the principal department, music and other stores in the city. Also musical talent was donated for use in the theatres and hotels.

As a grand climax, a massed band concert was given in the evening at the intersection of the two main streets of the city, where a bandstand had been erected especially for the occasion. The concert was followed by a free community dance, with four orchestras playing.

X X X X X X X X X X

## RADIO SERVICE MEN TO CONVENE

The first intersectional conventions of the Institute of Radio Service Men are being planned. The date for the meeting in Chicago has been tentatively set for January 9, 10 and 11 and negotiations are under way at this time to determine the best time for holding a similar meeting in New York.

The outline of the plan for conventions of the Institute calls for the holding of intersectional conventions at different Section Headquarters cities during the course of a radio season, although it is probable that the New York and the Chicago conventions will be the only ones held during the 1932-33 season, paving the way to more extensive activities the following year.

K. A. Hathaway, of 538 South Clark Street, Chicago, is the Executive head of the Institute.

X X X X X X X X X X

SYKES DIRECTS U.S. PLAN ON CENSORED MESSAGES

Judge Eugene O. Sykes, chairman of the United States delegation at the World Telegraphic and Communications Congress, has assumed personal direction of the American proposal for quick checks on censored messages, reads an Associated Press dispatch from Madrid, under date of October 17.

The American proposal is expected to enter the stage of formal debate shortly, and it is understood the project had been unchanged except in minor details.

The American idea revolves about a plan for notification of a sender immediately regarding messages in which words have been deleted or a message halted by a censor.

The American delegation in Madrid have been informed concerning Mexico's recent authorization to Dr. John R. Brinkley, the Kansan who interests himself in radio, the physical well-being, and politics of the country, to construct a 500,000 watt station in Villa Acuna, Mexico.

The American delegates and the Mexican delegates in Madrid may be able to agree in the matter, thus preventing actual construction of the station, which, it is feared will practically ruin the broadcasting of several American and Canadian stations.

If the Madrid negotiations fail, it is believed the Department of State will invite Canada to join us in informal protests to Mexico City.

These international difficulties are the outgrowth of the removal of Brinkley from the air by the Federal Radio Commission in 1930, after doctors representing the American Medical Association and the Johns-Hopkins University, testified that Brinkley's goat-gland advice and patent medicine sales were a menace to the public health.

X X X X X X X X X X  
KLUGH BELIEVES BROADCAST BAND WILL BE WIDENED

Paul B. Klugh, of Chicago, representing the Radio Manufacturers Association, at Madrid, cables that the conference was deadlocked by the votes of each country entitled to representation, but that his opinion was that there was a good chance of success in the effort to broaden the radio broadcast waveband.

X X X X X X X X X X

Two valuable reports on radio interference, advising the industry and also the public on interference prevention, prepared by the Joint Committee of the RMA, NELA, and NEMA, will be distributed soon to members of the three Associations.

X X X X X X X X X X

## NEW "COLD LIGHT" TELEVISION TUBE DEMONSTRATED

A new radio tube, heralded as a practical source of unlimited "cold light" with which television screens can be flooded, was demonstrated in New York last week by the Myers Electrical Research Laboratory in the Chrysler Building. The engineers asserted the bulb had overcome a tremendous obstacle in television by responding instantaneously and completely to the rapid fluctuations of radio waves that carry images.

The lamp generates 250,000 candle-power of light, and that, according to research engineers, is what television needs to flood the screen with illumination that clarifies the pictures. The efficiency of the new lamp is estimated by the engineers as twenty times that of the best incandescent lamp and from six to seven times as brilliant as the carbon arc lamp. It is called a "cold" light because most of the electric energy goes to produce light and not heat, as is the case with an incandescent lamp.

It was pointed out that the incandescent lamp gives a mean illumination of approximately 1.67 candlepower to the watt. The arc lamp (yellow) generates about 2.94 candlepower to the watt, and the "cold" bulb produces upwards of twenty candlepower for each watt of electricity consumed. So little heat is generated that the "cold" tube in operation can be held in the hand. It can be used in all processes of recording or projecting film pictures without heat-protective devices. There is no radiant heat to shrink the film.

"An adequate source of light of great brilliancy and quick responsiveness has been the limiting factor in television", said Elman B. Myers, the inventor. "The mechanics of television have been fairly well established, but a satisfactory light source was lacking."

The new tube is known as "an inductively energized lamp", which creates light by the disassociation of the mercury atom. This is accomplished by placing the lamp inside a coil of copper tubing through which a high-frequency current circulates. Vacuum tubes generate the current.

The lamps vary in size from an inch in diameter to about two and a half inches. The larger lamps are capable of greater illumination. The small lamp is employed in the television circuit. A thimbleful of mercury is used inside of each bulb.

X X X X X X X X X X

## B.B.C. TRANSMITS TELEVISION

The first television transmissions were sent out by the British Broadcasting Company recently, according to a report by Trade Commissioner F. E. Sullivan, London.

Previously, television programs were provided by a private company, mainly from its own studio. However, the British Broadcasting Company has now entered into a two-year contract with the company for a series of experimental transmissions.

At the present time it appears that the Baird process will continue to be the basis of the experiments, but the British Broadcasting Company reserves the right to use any system it wishes.

X X X X X X X X X

### ROUGH SLEDDING FOR EDUCATIONAL STATIONS

Educational broadcasting stations are having a desperate struggle in trying to make a go of it financially these days. Some have resorted to selling time and others may have to go out of business. Most of them have a hard year ahead of them, according to the Federal Office of Education.

The number of these stations has declined until there are now only 46 stations owned and operated by schools, colleges, universities, and municipal, State and Federal agencies, and other organizations of an educational nature. In 1925 there were 122 educational and civic stations.

"Much attention has been given in recent years to the decline in the number of educational broadcasting stations", according to the Federal Education Office. "These now are but 7.6 per cent of the total number of stations on the air.

"The Federal Radio Commission recently furnished information showing that 23 of these stations had been assigned voluntarily at the request of the educational institution to a person or corporation engaged in commercial enterprise; 18 had been deleted by reason of voluntary abandonment; and 10 had been deleted for cause. The statistics of the Commission were based on information concerning licenses granted to 95 of the stations between Feb. 23, 1927, and Jan. 1, 1932.

In 1925 the 122 educational and civic stations represented 20.9 per cent of the total stations on the air. The decline has been as follows: In 1926 there were 105; in 1927, 104; in 1928, 98; in 1929, 78; in 1930, 65; in 1931, 58; and at present there are 46. It will be observed that during this period educational stations declined from 20.9 per cent of all stations to 7.6 per cent.

As the educational stations have faced increasing financial difficulties, the commercial stations in turn have extended to them greater facilities. Commercial stations have shown increasing cooperation and sympathy with them. In addition to this, the commercial organizations continue to move forward in experimentation with the radio for a variety of educational programs of their own. Here again they solicit the educator and a variety of talent for consummating educational features of value and continuity."

X X X X X X X X X X

#### STATIONS MUST HAVE CALIBRATION CHECK

The Federal Radio Commission will not extend further the working of Rule 145, which requires stations to keep within 50 cycles of their assigned frequencies, to those stations having installed approved frequency monitors, but having failed to obtain a satisfactory check of the calibration.

The Commission statement follows:

The Commission, on Oct. 4, decided not to extend further the working of Rule 145 in case of broadcast stations that have installed approved frequency monitors but that have not obtained a satisfactory check of the calibration. All stations in this class should proceed immediately to obtain the necessary check. This must be done before it can be considered that the frequency monitor is in all details operating according to the requirements of Rule 145. However, if an approved monitor is installed and due diligence is being exercised in obtaining a check and the required calibration, Rule 145 may be considered satisfied.

X X X X X X X X X X

#### WEATHER INFLUENCES SOUND ABSORPTION

During the past two years a study has been made at the Bureau of Standards of the sound-absorbing properties of air under varying conditions.

When air is very dry, sound is absorbed much more readily than when the air is full of moisture, it was found. Also when the temperature is high, sound is absorbed better than when it is cold. This increased absorption is most pronounced for sounds of high pitch. Thus the conditions for maximum absorption are those prevailing on a hot, dry day. Under these conditions it has been found that sound can not be heard as far as on a cool, damp day. This problem is of considerable interest to broadcasting studios where an attempt is made to keep the absorption constant. This can be done by the use of an air conditioning system, and in many studios such control has been installed.

X X X X X X X X X X

## CANADIANS PREPARE TO INAUGURATE GOVERNMENTAL RADIO

One of the first moves on the part of the new Canadian Radio Commission was to set in motion a machine for the collection of the \$2 annual license fee on radio receiving sets. The Canadian radio law, like that of Great Britain, requires that each set owner take out a license.

Up to this time the listeners have not been forced to pay the fee. Now, however, local dealers will be allowed to sell the licenses to new set buyers. A license must be produced before a service man is allowed to make repairs on a set. And a fine of \$50 or a three months' prison sentence is the penalty for failure to pay this tax.

The Canadian radio commission is composed of Hector Charlesworth, chairman, formerly editor of a Toronto weekly; Thomas Maher, of Quebec, an editor; and Lieut. Col. W. A. Steel, of Ottawa, a government radio engineer. Gladstone Murray, Canadian-born vice president of the British Broadcasting Corporation, will be a special assistant to the Commission.

X X X X X X X X X X

### R.M.A. BOARD TO MEET FRIDAY

There will be a meeting of the Radio Manufacturers Association board of directors in New York on Friday. There will be a discussion of the holding of the Annual R.M.A. Trade Show.

X X X X X X X X X X

### BAR ASSOCIATION OPPOSED TO BROADCASTING OF COURT TRIALS

The American Bar Association has gone on record as being opposed to the broadcasting of court trials. When a sensational murder trial in Los Angeles, Calif., was broadcast, the Los Angeles bar association disapproved, investigated and protested to the national group. The Professional Ethics and Grievances Committee reported on the question last week at the Association's annual convention, submitting a resolution opposing such broadcasting.

Comment on this resolution is hardly necessary", the report read. "It would seem incredible that such an invasion of the sanctity of a court room could be thought to be compatible with the dignity which should surround administration of justice according to law."

Radio was the subject of another long committee report, which condemns radio lotteries, horoscopes, fortune telling, etc., and recommends reform in objectionable radio advertising features, but opposes possible Government ownership or direct control of stations and broadcasting as impracticable.

It was also held that radio stations should be subject to the same lottery restrictions and penalties as newspapers.

X X X X X X X X X X

NBC NEW ACCOUNTS AND RENEWALS

NEW - Silent Glow Oil Burner Corp., Hartford, Conn.; Agency - Charles W. Hoyt, Inc.; Started- Oct. 6 - 13 weeks, Daily except Sunday, approximately 1:00 p.m., EST., WGY only, weather report.

NEW - Buick Motor Car Co. (Autos), Detroit, Mich.; Agency - Campbell Ewald Co., General Motors Bldg., Detroit; Starts - October 24, for 23 weeks, Mondays - 9:30-10:00 p.m., EST, Basic red, NW SE SC NW Mt. Orange KFSD KTAR; Program - "The Buick Travelers" - Paul Whiteman and his Orchestra.

NEW - Chevrolet Motor Car Co. (Division of General Motors), Detroit; Agency - Campbell Ewald & Co., Detroit; Starts - Nov. 18 for 39 weeks; Fridays, 10:00-10:30 p.m., EST, Basic red NW SE SC SW Mt. Orange KFSD KTAR - Program - "Big Six of the Air with Al Jolson" - Al Jolson, quartet and orchestra.

RENEWAL - General Electric Co. (Electrical Appliances), 120 Broadway; Agency - Batten, Barton, Durstine and Osborne, 383 Madison Avenue; Started- Oct. 10, 1932; Mon. Wed. and Fridays, 5:45-6:00 p.m., EST; WEA, WTIC, WTAG, WJAR, WCSH, WLIT, WFBR WGY WBEN WCAE WTAM WWJ WSAI WENR KSD WOC WHO WOW WDAF (WEEI MON & WED.) (WRC WED. ONLY) WTMJ WIBA KFYP KOA KDYL ORANGE; Program - G.E. Circle; Program: Mon. Albert Payson Terhune; Wed. Mrs. Littledale; Fri. Madame Sylvia; Every broadcast - Grace Ellis, Heywood Brown, Theodore Webb, Eddie Dunham Ted Jewett.

CHANGE in Schedule - Carnation Milk Co., "Contented Program" - Mondays 10:00 - 10:30 p.m., on WEA network. The last program on old schedule will be given Oct. 24, 1932, 8:00 to 8:30 p.m., on WJZ.

NEW STATION LIST - Basic red exc. WEEI WTIC WJAR WTAG WCSH Phila. WFBR WRC; NW exc. WIBA WDAY; SE exc. WWNC WIS; SC exc. WAPI, WJDX WSMB; SW exc. KTHS KTBS.

X X X X X X X X X X

CBS NEW AND RENEWED CONTRACTS

Jo-Cur, Inc., Chicago, Ill., (wave setting lotion); Agency - Blackett-Sample-Hummert and Gardner, NYC; Starts, Oct. 16; Program - Musical; Basic network- 14 stations, 1 supplementary.

International Silver Co., Meriden, Conn.; Agency - The Ralph H. Jones Co., NYC; Starts Nov. 10. Program - Tony Wons; Basic network - Don Lee, Florida group, plus 17.

Buick-Oldsmobile-Pontiac Sales Co. (Div. of General Motors), Detroit (Motor cars); Agency - Campbell Ewald Co., Detroit; Starts Jan. 5, 1933; Program - Musical; Basic network, Florida group, Don Lee.

X X X X X X X X X X

## Applications Received

WRC, National Broadcasting Co., Inc., Washington, D.C. CP to make changes in auxiliary transmitter; WGLC, O. T. Griffin and G. F. Bissell, Glenn Falls, N.Y., CP to move station to Hudson Falls, N.Y., and install new equipment amended as to equipment and increase in operating power from 50 w. to 50 w. night, 100 w. day; New, The Building Industries Broadcasting Co., Cincinnati, Ohio, CP for new station to use 900 kcs., 250 w. daytime. This application supersedes application 2-P-B-2659, filed in name of The Building Industries Exhibit, Inc.; also

WAMC, Raymond C. Hammett, Anniston, Ala., install automatic frequency control; KOB, New Mexico College of Agriculture, Albuquerque, N. Mex., license to cover CP issued Aug. 5, 1932, for change location from State College, N. Mex., change equipment and decrease operating power from 20 to 10 kw.; WMCA, Knickerbocker Broadcasting Co., Inc., New York City, license to cover CP issued March 11, 1932, change location transmitter to Flushing, N.Y.; WGY, General Electric Co., Schenectady, N.Y., modification of license to use old 50 kw. transmitter as auxiliary at same location as main transmitter; and

WICC, Bridgeport Broadcasting Station, Bridgeport, Conn., modification of license to change from specified hours to unlimited hours except for those specified on license of Station WCAC, WICC, CP to move transmitter to Stratford, Conn.; WSPA, The Voice of South Carolina, Spartanburg, S.C., modification of license to change frequency and power from 1420 kc., 100 w. night, 250 w. LS, to 590 kc., 250 w., resubmitted, without change; WCSC, The South Carolina Broadcasting Co., Inc., Charleston, S.C., modification of license to change frequency and power from 1360 kcs., 500 w., to 1450 kcs., 500 w. night, 1 kw. day, facilities of WTFI resubmitted and amended to request change of frequency only; also

WTFI, Liberty Broadcasting Co., Athens, Ga., construction permit to change location transmitter and studio to Greenville, S.C., change equipment, change frequency and power from 1,450 kcs., 500 w. to 1,360 kcs., 500 w. night, 1 kw. day, facilities to WCSC resubmitted and amended to omit request for increase power and facilities of WCSC, location to be determined but not more than 5 miles from Greenville, S.C., equipment also amended as to antenna system.

The following applications for renewal of license have been received: WJBW, Charles C. Carlson, New Orleans, La., 1200 kc., 100 w., shares WABZ; WHBC, Edward P. Graham, Canton, Ohio, 1200 kc., 10 w., special hours; WNBW, Inc., Carbondale, Pa., 1200 kc., 10 w., unlimited; KRMD, Inc., Shreveport, La., 1310 kc., 100 w., special hours; KFXD, Frank E. Hurt, Nampa, Idaho, 1200 kc., 100 w., unlimited; KGEZ, Donald C. Treloar, Kalispell, Mont., 1310 kc., 100 w. unlimited; KCRJ, Charles C. Robinson, Jerome, Ariz., 1310 kc.; WIBU, William C. Forrest, Poynette, Wis., 1210 kc., 100 w., unlimited; WSBC, World Battery Co., Inc., Chicago, Ill., 1210 kc., 100 w., special hours.

WCOA, Pensacola Broadcasting Co., Pensacola, Fla., 1340 kc., 500 w., unlimited; KID Broadcasting Co., Idaho Falls, Idaho, 1320 kc., 250 w. night, 500 w. local sunset, unlimited;

The following renewal applications have been resubmitted:

WLBG, Inc., Petersburg, Va., 1200 kc., 100 w. night, 250 w. local sunset, unlimited; WCOD, Keystone Broadcasting Corp., Harrisburg, Pa., 1200 kc. 100 w., shares WKJC; WROL, Stuart Broadcasting Corporation, Knoxville, Tenn., 1310 kc., 100 w., unlimited; WKJC, Lancaster Broadcasting Service, Inc., Lancaster, Pa., 1200 kc., 100 w., shares WCOD; WDAH, Tri-State Broadcasting Co., El Paso, Texas, 1310 kc., 100 w., shares KTSM; KVOS, Inc., Bellingham, Wash., 1200 kc., 100 w., unlimited; WCLS, Inc., Joliet, Ill., 1310 kc., 100 w.; WFFF, Frank D. Fallain, Flint, Mich., 1310 kc., 100 w., unlimited; WEBQ, Harrisburg Broadcasting Co., Harrisburg, Ill., 1210 kc., 100 w., S.H.

#### Applications Other Than Broadcasting

National Broadcasting Co., Inc., portable and mobile, new general experimental CP for 34,600, 41,000, 51,400, 60,000 to 400,000 kc., 5 w.; Northern Radio Co., portable in State of Wash., new general experimental CP for all experimental frequencies and power up to 1,000 w.; Charles J. Paine, new exp. aircraft license for 60,000 kc., 1 w.; WLXK, Westinghouse Elec. and Mfg. Co., portable and mobile, initial location Chicopee Falls, Mass., license to cover CP for 1,594, 2,398, 3,492.5, 4,797.5, 6,425, 8,655, 12,862.5, 17,310, 23,100, 25,700, 26,000, 27,100, 34,600, 41,000, 51,400, 60,000 to 400,000, 401,000 and above. 100 w. general exp.;

WLXH, New England Tel. & Tel. Co., Boston, Mass., license to cover CP for special exp. station on 2,322 kc., 50 w.; KHK, Mutual Telephone Co., Wahiawa, Oahu, T.H., modification of coastal telegraph license to change frequencies and frequency range for transmitter No. 502 to Calling 8280; working 8,580 (Transmitter No. 502 - 5,000, 9,000 kc.); WAE, RCA Communications Inc., Rocky Point, N.Y., modification of point-to-point telegraph CP to change frequencies to 7,400, 14,800 kc., and to change emission. WAD, modification of point-to-point telegraph CP to change frequencies to 4,050, 13,465 kc., and to change emission.

City of Muskegon, Michigan, new CP for 2,414 kc., 50 w., municipal police; Bayonne Police Dept., mobile, Bayonne, N.J., new CP for 43,000-52,000, 63,000-72,000 kc., 6 w., general experimental; KGQZ, Aeronautical Radio, Inc., San Diego, Calif., CP for new transmitter and increase in power to 400 w., aeronautical station; W8QZ, Goodyear Tire & Rubber Co., Suffield, Ohio, license covering CP for 3,492.5, 4,797.5, 6,425, 8,655 kc., 150 w., gen. experimental; WIEH, Knickerbocker Broadcasting Co., portable, renewal of broadcast pickup license for 1,518 kc., 100 w.

X X X X X X X X X X

# HEINL RADIO BUSINESS LETTER

INSURANCE BUILDING

WASHINGTON, D. C.

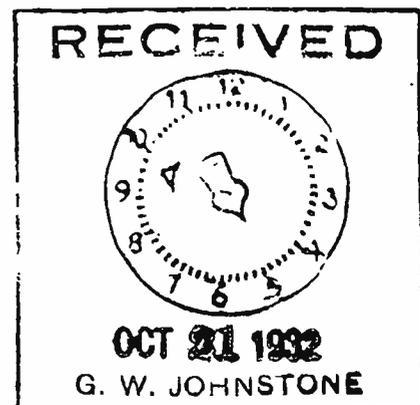
ISSUED TWICE A WEEK AND CONTAINING THE LATEST INFORMATION REGARDING THE RULINGS OF THE FEDERAL RADIO COMMISSION, RADIO LEGISLATION, DEPARTMENT OF COMMERCE REGULATIONS, CHANGES IN WAVELENGTH, CALL LETTERS AND POWER, PATENTS, EXPORTS, FEDERAL TRADE COMMISSION RULINGS AND OTHER MATTERS OF INTEREST TO BROADCASTERS AND MANUFACTURERS. :: :: CONFIDENTIAL—NOT FOR PUBLICATION. :: ::

National Broadcasting Company  
GENERAL LIBRARY  
711 Fifth Avenue, New York,

## INDEX TO ISSUE OF OCTOBER 20

Stations Guard Against Libel In Political Addresses.....	2
New Antenna Makes Appearance in Germany:.....	4
Police Radio Rights In State Contested.....	5
WJSV Opening Is National Event.....	6
Dutch Conductor Praises German System.....	7
WABC Ruling Affirmed.....	7
Allen Sticks to \$250,000 Radio Figure.....	7
Young Littlepage Granted Short Wave Patent.....	7
German Exports Decline.....	8
Supreme Court Denies Test In Hazeltine Patent Suit.....	8
Two Theatres Fight For Name "Roxy".....	9
RCA Suit May Go To Trial November 15.....	9
Decisions of the Federal Radio Commission.....	10

No. 571



SUBSCRIPTION PRICE, \$10. PER MONTH. NO CONTRACT REQUIRED.

## STATIONS GUARD AGAINST LIBEL IN POLITICAL ADDRESSES

The broadcasters are now in the midst of the busiest days of this year. And in addition to the greatly increased activity in the broadcasting studios in all parts of the country caused by the last-minute rush of political speakers to microphones, the broadcasters must be constantly on the lookout for libelous statements during the last few days of the campaign. Station owners are apprehensive that in the last hours of the most bitterly fought contest in years, political speakers may digress from their prepared addresses and inject libelous statements, thinking they will be able to get away with it unnoticed.

While the key stations of the networks have legal departments which may be called upon to pass on whether or not a statement is libelous, there is seldom occasion for the chains to refer speeches to their lawyers. One explanation is that the networks deal with the more responsible candidates in both parties -- men who realize that attempts to further their own cause by defamatory or libelous statements are futile. Then, too, the chains avoid, insofar as possible, having to present a speaker whom they know to be radical in his views and speech.

The reverse is true. It is the smaller, independent stations who have not the protection of legal advisors, who run the most risk of having libelous statements go out over their transmitters. Candidates in the smaller cities and communities who have their state or municipal affairs very close to heart are far more apt to forget themselves and make derogatory remarks about opponents than the nationally-known political speaker.

The laws of libel and slander are basically the same-- both concerning injury to a person's or corporation's name, reputation, credit or business.

Generally speaking, if a man holds a public office or is a candidate for such office, his political opponent may criticize his conduct in office and his general qualifications for the office. In such instances, if a libel or slander suit is filed, the speaker or the radio station could plead privilege. If the speaker goes beyond his privilege, however, and makes derogatory remarks about the personal life and habits of his political opponent, the privilege is destroyed. Speakers do frequently overstep this line in political campaigns and it is the lookout of the broadcasters to keep such statements off the air.

The broadcasters, acting upon an interpretation of the section of the Radio Act of 1927 having to do with political broadcasts, argued before the Supreme Court of Nebraska, have declared they will do all in their power to keep defamatory and libelous statements by political speakers off the air. Actually, until there is a ruling once and for all, their position is uncertain.

The section of the Radio Act referring to political broadcasts reads:

"If any licensee shall permit any person who is a legally qualified candidate for any public office to use a broadcasting station, he shall afford equal opportunities to all other such candidates for that office in the use of such broadcasting station, and the licensing authority shall make rules and regulations to carry this provision into effect: Provided, That such licensee shall have no power of censorship over the material broadcast under the provisions of this paragraph. No obligation is hereby imposed upon any licensee to allow the use of its station by any such candidate."

When this section was written it is believed the sole idea of the committee which framed the Act was to secure fair treatment for all political speakers and that it did not realize that the line, "Provided, That such licensee shall have no power of censorship over the material broadcast under the provisions of this paragraph" might place the broadcaster in such position that, should one of the politicians thus protected insist upon being allowed to go on the air with a statement which the broadcaster knew to be defamatory or libelous, he might be adjudged guilty and assessed damages.

? The Supreme Court of Nebraska held that the radio broadcasting station is liable for defamatory statements uttered by a political speaker and broadcast by the company's station, notwithstanding the above statutory provision prohibiting censorship of material broadcast. In view of this decision, which is the broadcasters only guide at present, any speaker submitting a speech which contains statements believed to be defamatory or libelous, will have the fact pointed out to him. Should he decline to make any change in his copy, the station will refuse him the use of their transmitter, preferring to have the political speaker carry his case into the courts, rather than to permit the libelous statement to be broadcast. Should an extemporaneous speaker start to utter a defamatory statement, the microphone will be switched off as soon as the station management recognizes what the speaker is about.

This whole situation was aired in the Nevada courts in the case of Sorensen vs. Wood, et al. C. A. Sorensen, who was a candidate for reelection as attorney general brought action for \$100,000 damages against Richard F. Wood, who was the speaker, and against KFAB Broadcasting Company, owner and operator of the station over which the speech was broadcast from Lincoln, Nebraska. The jury found in favor of Mr. Sorensen as against Wood, assessing damages at one dollar, and found in favor of the defendant company. Judgment was entered on the verdict against Wood for one dollar, absolving the broadcasting company from liability and awarding it execution for its costs. Mr. Sorensen appealed.

The Nevada Court held (1) the Federal Radio Act confers no privilege to broadcasting stations to publish defamatory utterances; (2) when one writes libelous words concerning another and reads them before the microphone, with the consent of the owner of the broadcasting station and such owner broadcasts those words, the reader and owner unit in the publication of a libel and may be joined as defendants in an action for damages; (3) an action to recover damages for the broadcasting of a defamatory writing is based on libel and not on negligence; (4) that a licensee of a radio broadcasting station is a common carrier within the meaning of the interstate commerce act is not available as a defense under the issues and evidence of the case.

The Federal Radio Commission is also receiving complaints about the coverage obtained by political speakers due to use of different powers. For instance, one candidate may go on the air in the afternoon over a station which uses 1000 watts power during the day. His opponent will use the same station at night, when the power has been cut down to 500 watts. The Democrat then complains that the Republican candidate had a larger audience due to the higher power, or vice versa. Charges of favoritism are being received from both parties.

The Commission can only reply to Republicans and Democrats alike that the speakers will have to look out for themselves in such matters. The Commission has found it necessary to reduce night-time power on several dozen stations in order to accommodate all the broadcasters. Therefore, if one candidate goes on in the daytime and gets a wider coverage than would be the case at night, it is up to the opponent to secure a daytime period in order to obtain equal coverage.

So far there have been no suits brought against broadcasters for slanderous, libelous and defamatory statements this year, but the campaign goes merrily on and the broadcasters will not cease their vigilance until Election Day is history.

X X X X X X X X X X

#### NEW ANTENNA MAKES APPEARANCE IN GERMANY

The new broadcasting station in Braslau, Germany, has an antenna of entirely different design. A bronze cross 10 meters in diameter is the base for a 140-meter wooden tower, said to be the highest in Europe. This single very high mast is said to give the broadcasting station greater distance. Experiments were made in the laboratories of the Telefunkengesellschaft before the construction was commenced.

The new Berlin transmitter will be modeled after the Braslau station, save that the tower will not be quite so high.

X X X X X X X X X X

## POLICE RADIO RIGHTS IN STATE CONTESTED

The Federal Radio Commission is pondering over testimony submitted favorable to and opposing the application of Station WHP, Harrisburg, Pa. for the facilities of Station WBAK, operated by the Pennsylvania State Police, which now shares daytime hours with WHP.

The permission given the State Police Department to operate Station WBAK, Douglass D. Storey declared on behalf of Station WHP, represents a clash between the fundamentals of the European system of radio operation by the government and the American commercial system. He contended further that Station WBAK is being used for propaganda purposes to capitalize the various departments of the State government.

Denial that any question of State monopoly is involved was made by Horace L. Lohnes, on behalf of Station WBAK, who pointed out that WBAK operates but 16 hours weekly while WHP is on the air 98 hours. Replying to the contention by Mr. Storey that no legislative authority had been given in Pennsylvania for such radio operation, Mr. Lohnes told the Commission that the Attorney General had decided that the appropriation acts conveyed ample authority for maintenance of the station.

While Station WHP seeks a modified license permitting it to take over the time of WBAK, the police-controlled station requests renewal of its license. The cases were first heard last June. Station WHP proposes to make its facilities, provided WBAK's time is allotted to it, available to the State for broadcasting of such "important matters as are now broadcast over Station WBAK."

Mr. Storey pointed out that the sharing of time with WBAK handicaps Station WHP in its activity as a part of the Columbia network.

Mr. Lohnes told the Commission that the police have point-to-point stations for exchange of information, and contended that whether or not the State had granted authority for the station was beyond the jurisdiction of the Federal agency.

The report of the examiner, Elmer W. Pratt, to the Commission had recommended denial of WHP's request and the granting of WBAK's application for continued operation. Mr. Pratt concluded further that, although under the present time-sharing division, WHP is precluded from giving a full time "regional" chain program service to the Harrisburg area, the same service is available from other existing stations. While assignments of more time to WHP would result in better service to the community from that station, the benefit would not be such as to offset the elimination of WBAK's service, he said. The Commonwealth of Pennsylvania, he pointed out, has a substantial investment in WBAK, of which it should not be deprived without compelling reasons.

X X X X X X X X X X

## WJSV OPENING IS NATIONAL EVENT

With congratulatory messages from President Hoover, Governor Roosevelt, Governor Pollard of Virginia, and Governor Ritchie of Maryland, the opening of WJSV, the new Columbia 10,000 watt station, across the Potomac from Washington, assumed national proportions.

"The operation of a broadcasting station presents not only an opportunity but a responsibility to serve the public by carrying to the people authoritative information upon government operation and informed opinion upon issues of great national concern", was the greeting of President Hoover

"Used as a medium for the dissemination of events of national import and as a platform for the discussion of governmental topics", Governor Roosevelt wrote, "WJSV will be performing a great public service in the interests of good government".

Eleventh hour changes had to be made in the musical portion of the dedicatory program of WJSV when the Army, Navy, and Marine Bands were prevented from participating in the broadcast due to objections of the American Federation of Musicians. Leon Brusiloff's orchestra, composed of union musicians, filled in the time allotted to the three service bands.

Union musicians from time to time have protested against the Army, Navy and Marine Bands taking part in parades and other ceremonies of an unofficial character but this is the first time objection has been raised to their broadcasting activities. The action was construed to mean that this might be the beginning of a movement by the union musicians to rule the service bands off the air entirely.

The Columbia network at 10 o'clock through Station WABC, New York, dedicated half an hour to the new station. American theme music was played by Andre Kostelanetz and his Orchestra. This was followed by a "Radio Round-Up", comprising the greatest array of Washington talent ever heard over a local station. Participating also were the famous Mills Brothers, who are playing in a local theatre this week.

The new station will go on the air regularly Friday morning, Oct. 21, taking over the network programs formerly carried by Station WMAL, which today becomes an independent local station.

It is no secret that the National Broadcasting Company would like to work out some satisfactory arrangement with M. A. Leese, local merchant who owns and operates Station WMAL, whereby the NBC-WJZ programs might be brought into Washington. The NBC is understood to have offered to lease the station on a yearly basis but they were unable to reach an agreement with Mr. Leese on the figure. Now that the station is an independent, however, negotiations may be renewed.

X X X X X X X X X

## DUTCH CONDUCTOR PRAISES GERMAN SYSTEM

Willem Van Hoogstraaten, conductor of the Portland, Ore. Symphony Orchestra, returning from a summer abroad spoke in high terms of the German plan of disseminating symphony music by radio, under which a two-mark tax is imposed by the State on each radio receiver. This sum meets the expenses for paying the salaries of the musicians and singers and eliminates the advertising talks which are so tiring to the listeners, he explained.

X X X X X X X X X X

## WABC RULING AFFIRMED

Ruling by the Supreme Court of New Jersey at Trenton that the governing authorities of Wayne Township, Passaic County, had no right to revoke the permit for construction of a 50,000 watt plant of the Atlantic Broadcasting Corporation's Station WABC was affirmed today by the Court of Errors and Appeals. The company obtained a building permit from the municipality three years ago, and after construction had begun, the license was revoked on the ground the high-powered transmitter would interfere with reception from other stations outside the vicinity.

X X X X X X X X X X

## ALLEN STICKS TO \$250,000 RADIO FIGURE

Despite the assertion of Claude G. Bowers, Democratic speaker, that the Republicans will spend \$2,500,000 on radio during this campaign, Henry J. Allen, Republican publicity director, declares the radio appropriation will not exceed \$250,000.

X X X X X X X X X X

## YOUNG LITTLEPAGE GRANTED SHORT WAVE PATENT

Thomas P. Littlepage, Jr., of Washington, has just been notified by the Patent Office that his application No. 239,766 has been allowed. This device is a long and short wave receiving set and according to the statement of the inventor, "Comprises means for adapting one receiver to stations both in the broadcast and the short wave bands without sacrificing the efficiency of the receiver in either band."

X X X X X X X X X X

## GERMAN RADIO EXPORTS SHOW DECLINE

For the first time since 1926, German exports of radio sets and parts declined in the first half of 1932, according to a report from Vice Consul C. T. Zawadzki, Berlin.

These exports in the first six months of the year totaled 1,844 metric tons as compared with 3,580 tons in the corresponding period of 1931. Exports in 1926 were 2,980 tons for the full year, and in 1931 totaled 8,103 tons.

According to the report, the decrease in exports was accounted for by decreased shipments to Great Britain. Exports to Italy and the Argentine also dropped sharply in comparison with previous years.

The only important increase in shipments in the first half of the current year was to French buyers who took radio sets and parts valued at 3,390,000 marks (mark equals about 23½ cents at current exchange) as compared with purchases totaling 2,990,000 marks in the first half of 1931.

X X X X X X X X X X X

## SUPREME COURT DENIES TEST IN HAZALTINE PATENT SUIT

Petition to the Supreme Court of the United States for review of a case involving a controversy over the alleged infringement of Hazeltine Patent No. 1553858, relating to radio high vacuum tubes and control of undesired regenerative effects, by means of neutralizing circuits, was denied by the highest court in the Radio Corporation of America vs. Hazeltine Corporation, No. 355.

Respondent sued for the alleged infringement and the United States Circuit Court of Appeals for the Second Circuit held the patent was valid on authority of its prior decision in Hazeltine Corp. vs. Wildermuth, 34 F. (2nd) 635, and Hazeltine Corp. vs. National Carbon Co., 47 F (2d)573.

The patent of respondent covers, particularly, so-called plate circuit neutralization in which a neutralizing coil is associated with plate of output side of tube, neutralization being effected wholly within the plate circuit.

X X X X X X X X X X X

Among the members of the Independent Citizens Committee of New York City whose purpose is re-elect United States Senator Robert F. Wagner, is David Sarnoff, president of the Radio Corporation of America.

X X X X X X X X X X X

## TWO THEATRES FIGHT FOR NAME "ROXY"

Federal Judge Francis G. Caffey reserved decision Wednesday in New York after hearing arguments on cross-motions for preliminary injunctions against the use of the name "Roxy" by either the Roxy Theatres Corporation, of which Harry G. Kosch, is receiver, or by the Radio-Keith-Orpheum Corporation.

The receiver, supported by attorneys for several committees of security holders, declared that the name "Roxy" was the theatre's most important asset, and that the transfer of the services of Samuel L. (Roxy) Rothafel from the theatre bearing his name to KRO did not justify the latter in using Roxy's name for a theatre it will open in Rockefeller Center in a few weeks.

Alfred L. Rose, attorney for Mr. Kosch, described Rothafel's switch to RKO as a "nefarious scheme by a faithless trustee and corporate officer", explaining that at the time of his resignation the theatre directors had no idea he would carry his prestige into the camp of a competitor.

Bruce Bromley, attorney for Rothafel and RKO, replied that the terms of the former's contract with Roxy Theatres "exploded the dramatic story of a nefarious plot". He read a clause in that contract which meant, he said, that the use of the name "Roxy" was granted only during the life of the contract. This was terminated at Rothafel's request on March 29, 1931.

Mr. Bromley said he believed that the directors had known at the time about Rothafel's plans, but were anxious nevertheless to accept his resignation because he was then being paid \$3,000 a week.

X X X X X X X X X

Information is being secured from all RMA members for compilation and distribution of a new directory of members and their products. This will be a complete directory of radio products of all Association members and will include a roster of all executive personnel. Members who have not replied to the RMA questionnaire for inclusion of their company's products in the new industry directory are urged to send the data at once to RMA Headquarters, 307 N. Michigan Avenue, Chicago.

X X X X X X X X X

### RCA SUIT MAY GO TO TRIAL NOVEMBER 15

Apparently well established but unconfirmed reports are in circulation that the suit of the Government against the Radio Corporation of America, et al. will go to trial before Judge Fields in Federal District Court at Wilmington, Del., on November 15. The trial was to have started October 10, but the Department of Justice announced that postponement was necessary due to the illness of Judge Fields.

X X X X X X X X X

DECISIONS OF THE FEDERAL RADIO COMMISSION

Applications Granted  
(Oct. 18, 1932)

WCAU, Universal Broadcasting Co., Philadelphia, Pa. granted license 1170 kc., 50 kw., unlimited time, covering move of transmitter from Byberry to Newton, Pa., installation of new equipment and increase in power from 10 to 50 kw; KXYZ, Harris Co., Houston, Tex., granted license, 1440 kc., 250 w., unlimited time, covering change in frequency power and hours of operation and consolidation with Station KTLC; KGU, Marion A. Mulrony and Advertiser Publishing Co., Ltd., Honolulu, T.H., granted license, 750 kc., 2½ kw., unlimited time, covering change in frequency equipment, increase in power and change in hours of operation; also

WCBS, Charles H. Messter and Harold L. Dewing, Springfield, Ill., granted consent to voluntary assignment of license to WCBS, Inc., ; KVOO, Southwestern Sales Corp., Tulsa, Okla., and WAPI, Broadcasting Corp., Birmingham, Ala., granted authority to operate simultaneously Tuesday, Nov. 8 from 6 p.m. to midnight, and if desired by either or both stations to continue until 3 a.m., CST, Wednesday, Nov. 9, with 1 kw power, in order to broadcast election returns (Stations are licensed to share time on 1140 kc., with 5 kw. power); and

KGEW, City of Fort Morgan, Colo., granted authority to discontinue operation until Dec. 1; KSO, Iowa Broadcasting Co., Des Moines, Ia., granted mod. of CP to change type of equipment authorized by CP and approval of transmitter and studio location at 715 Locust St., Des Moines; KUJ, Walla Walla, Wash., granted special authorization to operate unlimited time on Oct. 25 and Nov. 11; WMBH, W. M. Robertson, Joplin, Mo., granted special authorization to operate from 9:30 p.m., Nov. 8 to 1 a.m., Nov. 9, CST; KFBJ, Marshall Electric Co., Inc., Marshalltown, Ia., granted special authorization to operate from 9 p.m. to 12 midnight, CST, Nov. 8; also

KGQZ, Aeronautical Radio, Inc., Municipal Airport, San Diego, Calif., CP for aviation, aeronautical service, for new transmitter and increase in power to 400 w.; frequencies. Red chain mobile, 3,162.5, 3,172.5, 3,182.5, 3,322.5, 5,572.5, 5,582.5, 5,592.5, kc.; Brown chain, mobile, 3,232.5, 3,242.5, 3,257.5, 3,447.5, 3,457.5, 3,485, 5,602.5, 5,612.5, 5,632.5 kc.; W.G.H. Finch, portable and mobile, New York City, granted CP for general experimental service, frequencies, 1,594, 2,398, 3,492.5, 4,797.5, 6,425, 8,655, 12,862.5, 17,310, 23,100, 25,700, 2,600 kc., 50 w.; also

WHG, Aeronautical Radio Inc., Columbus, Ohio, granted CP to change location of transmitter to TWA, Hangar, Municipal Airport, Port Columbus, Ohio; Police Department, Shreveport, La., granted CP for police service, 2,430 kc., 50 w.; W1XF, Chas. Newton Kraus, Police Car, E. Providence, R.I., granted gen. exp. license, frequencies 60,000-400,000 kc., 4 w.; and

WAS, Tropical Radio Telegraph Co., Hialeah, Fla., granted public coastal telegraph license, covering additional transmitter; KIEO, Airfan Radio Corp., Ltd., San Diego, Cal. (portable) granted license for temporary broadcast pick-up service, 2,342 kilocycles, 15 w.; W2XC, Federal Telegraph Co., Newark, N.J., granted renewal of general exp. license, frequency 34,600, 41,000, 51,400, 80,000-300,000, 1,000,000 to 3,000,000 kc., 500 w. power. Also granted mod. of license to change from fixed station to portable and mobile station; also

WAX, Tropical Radio Telegraph Co. Hialeah, Fla., granted mod. of marine relay license to use additional transmitter, 2 kw. power; KGPH, County of Oklahoma, Oklahoma City, Okla., granted mod. of police license for increase in power from 15 to 250 w.; Pan American Grace Airways, Inc. granted aviation aircraft license, frequency 333 kc., 1,708, 2,870, 3,082.5, 5,692.5, 8,220, 12,330, 16,440, kc. 12 w.; WIEH, WIEG, Knickerbocker Br. Co., Inc., portable, granted renewal of temporary broadcast pickup license, 1,518 kc., 100 w. Granted renewal of license 2,342 kc., 2.4 w.; and

KIEL, Fishers Blend Station, Inc., portable in Washington State, granted renewal of temp. broadcast pickup license, 2,342 kc., 2.4 w.; WMR, WSE, Mackay Radio & Tel. Co., West Palm Beach, Fla., and Montauk, N.Y., granted authority to operate two public coastal telegraph stations for 90 days on coastal frequency, 472 kc.; Transcontinental and Western Air, Inc. (Blue chain sta), granted mod. of 20 licenses for additional frequencies of 2,907, 3,072.5, 3,082.5, 3,088, 3,105, 4,967.5, 4,987, 5,510, 5,540, 5,672.5, 5,682.5 kc.; Aeronautical Radio, Inc., (blue chain), granted mod. of license for 19 stations for additional frequencies 4,467.5 and 4,987.5 kc., KSW, City of Berkeley, Berkeley, Cal., granted authority to operate portable station on 2,422 kc., 100 w. to determine source of shadow effect on signals for KSW, and to determine possible site for auxiliary transmitter.

#### Set For Hearing

WPRO-WPAW, Cherry and Webb Br. Co., Providence, R.I. requests CP to move transmitter from Cranston to near Graystone, R.I., change frequency from 1,210 to 1,260 kc., increase power from 100 to 250 w., install new equipment and antenna system; WHBC, Edward P. Graham, Canton, O., requests CP to install new equipment with maximum power of 100 w. and to increase power from 10 to 100 w.

#### Applications Denied And Dismissed

KGW, Oregonian Pub. Co., Portland, Oreg., denied request that Commission reconsider its action of Oct. 6, which denied request of KGW to have Station KTAR, Phoenix, operate after midnight, so that interference that might be expected by the increase in power of KTAR from 500 to 1,000 w. might be determined.

WCAH, The Commercial Radio Service Co., Columbus, O. dismissed request that the application for renewal of license for auxiliary transmitter of this station be denied, and that authority be granted to dismantle this transmitter; Wabash Valley Broadcasting Co., Attica, Ind. dismissed from hearing docket, without prejudice, at request of applicant, app. for CP, 1210 kc., 100 w., unlimited time; and

KXL Broadcasters, Portland, Oreg., dismissed from hearing docket, without prejudice, at request of applicant, app. for CP, 1410 kc., 250 w., unlimited time; Virgil V. Evans, Spartanburg, S.C., denied motion filed by his attorney to dismiss application of W.T. Hamilton for CP for new station at Greenville, S.C., to operate on 1240 kc., 250 w. night, 500 w. day, unlimited time, This application to be heard on Nov. 21, 1932.

#### Miscellaneous

WERE, Erie Dispatch-Herald Br. Corp., Erie, Pa., remanded to docket for purpose of hearing applicant concerning financial ability only. Case to be heard by Commission on Nov. 16. Oral argument scheduled for Oct. 19 canceled.

#### Ratification Of Acts Of Commissioners

Action taken Oct. 8 - WFDA, Fishermans Produce Co., Inc., San Francisco, granted authority to operate station aboard "Lansing", 50 w., frequencies 375, 425, and 500 kc.

Action taken Oct. 10 - KTAR, KTAR Broadcasting Co., Phoenix, Ariz.; WTMJ, The Journal Co., Milwaukee, Wis., hearing date continued to Nov. 29, 1932.

Action taken Oct. 11 - WLEIZ, Arnold B. Friedman, Greenwich, Conn., granted authority to operate amateur station at Greenwich, Y.M.C.A.; KWKH, Hello World Broadcasting Co., Shreveport, La., granted permission to take depositions in its application for renewal of license, hearing on which is set for Nov. 28; R.C. Powell & Co., Inc., New York, granted authority to submit another monitor to Bureau of Standards for test.

Action taken Oct. 12 - W8BQZ, Francis J. Coyte, Pittsburgh, Pa., granted authority to operate amateur station at radio show in Pittsburgh; KQEO, Mackay Radio & Tel. Co., San Francisco, granted 60-day authority to operate pending receipt of application for modification of license to operate high freq. transmitter aboard "Pointancha"; WJSV, Old Dominion Br. Co., Alexandria, Va., equipment test extended for period of 10 days from Oct. 13.

Action taken Oct. 14 - KPOF, Pillar of Fire, Denver, Colo., authorized to remain silent during afternoon and evening of Oct. 14.

The Commission also granted licenses for 293 amateur stations, of which 110 were new, 162 renewals, and 21 modifications.

X X X X X X X X X X

# HEINL RADIO BUSINESS LETTER

INSURANCE BUILDING

WASHINGTON, D. C.

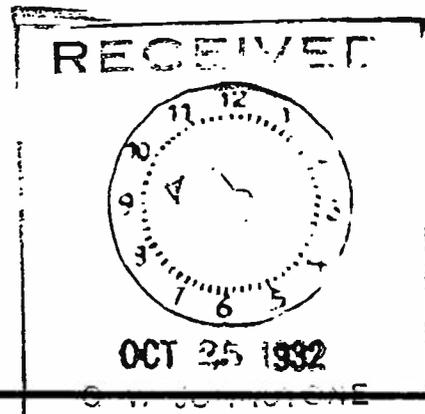
ISSUED TWICE A WEEK AND CONTAINING THE LATEST INFORMATION REGARDING THE RULINGS OF THE FEDERAL RADIO COMMISSION, RADIO LEGISLATION, DEPARTMENT OF COMMERCE REGULATIONS, CHANGES IN WAVELENGTH, CALL LETTERS AND POWER, PATENTS, EXPORTS, FEDERAL TRADE COMMISSION RULINGS AND OTHER MATTERS OF INTEREST TO BROADCASTERS AND MANUFACTURERS. :: :: CONFIDENTIAL—NOT FOR PUBLICATION. :: ::

INDEX TO ISSUE OF OCTOBER 24, 1932

National Broadcasting Company, Inc.  
GENERAL LIBRARY  
711 Fifth Avenue, New York, N. Y.

Education Committee Urges Wider Use Of Radio In Campaign.....	2
Networks To Collect About \$30,000 For President's Detroit Speech.....	2
Radio and The Press Subject of Stahlman Address.....	3
Sees Chains Jockeying For Political Position.....	5
Politics Will Dominate Air Election Eve.....	5
Radio Counsellor Commerce Chamber Head.....	6
Radio Chairmanship May Await November Election.....	6
Chrysler Motors To Hold Radio Business Convention.....	7
Newspaper Head Buys Radio Station.....	7
Congress To Ask Check On Political Radio Time.....	8
Columbia Accounts - New and Renewals.....	8
Editor Cashed In On Radio Failure.....	8
NBC New Accounts, Renewals and Changes.....	9
Decisions of the Federal Radio Commission.....	10

No. 572



SUBSCRIPTION PRICE, \$10. PER MONTH. NO CONTRACT REQUIRED.

## EDUCATION COMMITTEE URGES WIDER USE OF RADIO IN CAMPAIGN

An open letter from the National Committee on Education by Radio to members of Congress demanded that radio broadcasting stations give more time to discussion of civic questions by political candidates.

The committee declares there has been a "breakdown of commercialized radio broadcasting in flagrant violation of the fundamental charter of radio as set forth by Congress" because candidates were not being given a full and impartial public hearing.

"Are not vital matters of Government more important than sales talks on tooth paste and cigarettes, which have abundant opportunity to advertise in other ways?", asked the letter, signed by Joy E. Morgan, chairman.

"Even the speech of ex-President Coolidge was not broadcast in the National Capital. An important national address by a United States Senator was cut off in the Capital City after 15 minutes to make way for a sales talk."

X X X X X X X X X

### NETWORKS TO COLLECT ABOUT \$30,000 FOR PRESIDENT'S DETROIT SPEECH

It has been estimated that it cost the Republican party about \$30,000 to distribute President Hoover's speech in Detroit Saturday night over 111 stations. The two major parties are going in for radio much more heavily than they had anticipated at the opening of the campaign. The 1932 radio expense may be nearly equal the sum spent in 1928 after November 7.

The Republicans, who four years ago spent nearly a half million dollars on the radio in electing President Hoover, are already up to the limit of their original 1932 budget of \$275,000, and are arranging for other important and expensive broadcasts.

The Democrats, whose 1928 radio bill was almost equal to the Republican expenditures, also will spend more than \$250,000 in broadcasting Gov. Roosevelt, Al Smith and others.

The Republican party allotted \$60,000 this year for the broadcasting of electrical transcription programs, common. This method has been found ineffective, Paul Gascoigne, Republican radio director said today, and the money thus allotted has been used for "live" speakers.

The Democrats are less skeptical of "canned" talk. The voice of Speaker Garner has been recorded in a series of addresses which the national committee is using widely.

X X X X X X X X X

## RADIO AND THE PRESS SUBJECT OF STAHLMAN ADDRESS

An address covering many phases of the battle between radio and the press was delivered by James G. Stahlman, of the Nashville Banner, before the two-day convention of the Inland Daily Press Association last week. Mr. Stahlman's talk forcefully brought to the attention of Inland publishers, declares Editor and Publisher, that radio is a competitor not only in the advertising field, but also in the editorial and news department of the newspaper.

"Mr. Stahlman, who is president of the Southern Newspaper Publishers' Association, pointed out that radio has taken over many of the newspaper's important features, including comics, serials, all forms of literary, dramatic and cinematic review, editorials, culinary science, beauty hints, household tips, financial and general market reports and in spot news, local, national and international. The speaker viewed this encroachment with concern and asserted that 'radio has the newspaper licked coming and going in the matter of speed, a very important element upon which the newspaper must depend.'

"In his opening remarks, the speaker portrayed a 'major operation' in which 'Mr. Daily Press', once a powerful man in his old home town, is stretched upon the operating table, suffering from 'anemia and sleeping sickness'. 'Dr. Radio' removes a tumor called national advertising; an appendix-like affair known as the editorial page; and finally a vital organ which in 'journalistic anatomy' is known as news. He concluded this allegory with the picture of a memorial tablet in the halls of Radio City upon which is inscribed: 'To the Memory of Daily Press, a giant in his time, but just too dumb to live.'

"The speaker traced the rapid growth of the broadcasting industry, quoting figures in a recent issue of The Index, published by the New York Trust Company, which stated that "the gross receipts of the various individual stations last year ranged from a few hundred dollars to over \$1,500,000, aggregating \$38,461,302 for 525 stations. The receipts of these individual stations, plus that reported by the chain companies aggregated \$77,758,048. The revenues of the two major companies rose from \$10,252,497 in the year, 1928, to \$37,517,383 in the year 1931. Advertising revenues for one of these companies increased \$2,764,013 or approximately 22 per cent during the first six months of this year as compared with the corresponding period of the year 1931, while the increase for the other company amounted to \$1,948,036, or 33.9 per cent.

"Turning his attention to the use of radio in the current Presidential election campaign, Mr. Stahlman remarked that radio appears to have sold itself to politicians and men in public office. This was never more clearly demonstrated, he said, than during the two national party conventions held in Chicago, where the radio received all the courtesies as well as pay for the job, while the newspapers and press associations of the country, without hope of reward, functioned freely and generously out of sense of public duty.

"Mr. Stahlman warned the press association members that it is time newspapers and press associations made some effort to stop the growing tendency to 'say it over the radio first and then in the press'. He contended that political utterances at best are seldom little short of propaganda, but when they have been given first over the radio, nine times out of ten they are no longer news insofar as the newspaper is concerned. He said that politicians and office-holders can be 'sold' on the press, but it is up to the press to 'sell' them.

"As to the general problem of converting advertising away from radio channels and into newspapers, Mr. Stahlman suggested that publishers through their representatives and through such organizations as the A.N.P.A. Bureau of Advertising must continue to impress the agencies as well as advertisers that the newspaper is the dominant medium.

"By what particular quirk of mind can an advertiser or agency demand guaranteed circulation of a newspaper and then turn around and buy time on a radio station in the same town when he cannot possibly know how many there are in that intangible audience which is very generally enlarged upon by the crafty radio time-seller?", asked the speaker. "If audited circulation is required of newspapers, why not audited radio listeners?"

"As to radio competition in news reporting, Mr. Stahlman contended that this can be remedied by court decrees establishing the property right in news, if the various press associations care to exercise themselves about it. He showed that a majority of members and clients are opposed to press associations giving its news to the radio, according to a recent poll taken by H.A. Davis, Ventura (Cal.) Free Press. That poll was as follows:

"Total number of A.P. members expressing preference, 437; members opposed to present policy, 403 or 92 per cent; members favoring present policy, 34 or 8 per cent; members opposing all broadcasting of A.P. news, 375 or 86 per cent; members favoring extra charge for privilege of broadcasting A.P. news, 25 or 5 per cent; members favoring sale of A.P. news to all radio stations, 3 or 1 per cent.

"Total number of U.P. clients expressing preference, 346; clients opposed to present broadcasting policy, 317 or 92 per cent; clients favoring present policy, 29 or 8 per cent; clients opposing all broadcasting of U.P. news, 294 or 85.5 per cent; clients favoring extra charge for privilege of broadcasting U.P. news to all broadcasting stations, 2 or 0.5 per cent.

"Total number of I.N.S. clients expressing preference, 72; clients opposed to present broadcasting policy, 70 or 98.5 per cent; clients favoring present policy, 2 or 1.5 per cent; clients opposing all broadcasting of I.N.S. news, 63 or 93.5 per cent; clients favoring extra charge for privilege of broadcasting I.N.S. news, 5 or 3.5 per cent; clients favoring sale of I.N.S. to all broadcasting stations, 2 or 1.5 per cent."

## SEES CHAINS JOCKEYING FOR POLITICAL POSITION

Paul Mallon comments as follows in the "National Whirligig" published by the McClure Newspaper Syndicate:

"That certain radio chain which showed earlier pro-Hoover tendencies appears to have partially relented. A prominent Democratic politician has been made vice president of the concern. Earlier tactics have been stopped, temporarily at least. It would not make much difference anyway as its competing chain has since developed pro-Roosevelt tendencies. That would make it all even as far as the public is concerned. As it stands at the moment Roosevelt probably has an edge.

"There is another point in Mr. Hoover's favor, however. A President is never cut off. This is a Federal Radio Commission rule. The Republicans pay for full time employed on campaign speeches at straight rates for time under this rule, without penalties. The Democrats claim they would have to pay penalties for cancelling programs of commercial advertisers if they worked under such an arrangement. The cost would be prohibitive."

X X X X X X X X X X

### POLITICS WILL DOMINATE AIR ELECTION EVE

It is understood the Republicans will have the exclusive use of both the NBC and Columbia networks for the better part of the time on both chains the night before election. Also the Democrats will have an eleventh hour inning-- in fact, they may have the last word.

Preliminary arrangements are said to be for the Republicans to monopolize the air from 8 p.m. until 11 p.m. and the Democrats from 11 p.m. on. This would mean the cancellation of all the regular entertainment features for Monday, November 7. Both President Hoover and Governor Roosevelt will be heard in final appeals.

Republicans are receiving congratulations on having "outsmarted" the Democrats by securing a monopoly of what are generally regarded as the most desirable listening hours. The Democrats, on the other hand, are comforting themselves with the old adage that "he who laughs last, laughs best" and point to a decided advantage in their having an opportunity to put in the last word with the voters even though the hour be almost midnight.

X X X X X X X X X X

## RADIO COUNSELLOR COMMERCE CHAMBER HEAD

Thomas P. Littlepage, counsel for numerous radio stations and well known to the industry, has been elected president of the Washington, D.C. Chamber of Commerce. Mr. Littlepage has been an active civic worker in the national capital for more than thirty-two years.

A native of Spencer County, Indiana, he spent eight years teaching school in his native State before coming to Washington as secretary to Senator Hemenway of Indiana.

Educated in the schools of Indiana, Littlepage took his law degrees at George Washington University, and has been actively engaged in law practice here for 23 years. He is a member of the Washington Board of Trade, University Club, Congressional Country Club, Metropolitan Club, Cosmos Club and the Masonic Order.

One of the matters discussed by the Washington Chamber of Commerce at its last meeting was the endorsement of an application to the Federal Radio Commission to increase the power of Station WMAL in Washington from 500 to 1000 watts.

X X X X X X X X X

## RADIO CHAIRMANSHIP MAY AWAIT NOVEMBER ELECTION

It looks as if a chairman of the Federal Radio Commission will not be elected until after the election is over. The choice will probably lay between Commissioner Thad Brown, of Ohio, and Harold A. Lafount, of Utah, Republicans, if President Hoover is re-elected.

If Governor Roosevelt is the victor it will be a Democrat -- likely Commissioner Eugene O. Sykes, of Mississippi. That is, if Judge Sykes is reappointed next February, at which time his term expires.

Judge Sykes is the only member of the original Radio Commission appointed by President Coolidge. If Sykes is not reappointed to the Radio Commission it is said that he is slated for a Federal judgeship.

X X X X X X X X X

## NOT BOTHERED BY SNOW OR FOGS

The Lighthouse Service, based upon advices received from the captain of the S.S. City of Chattanooga, reports that great reliance can be placed on the accuracy of the radio direction finder, as fogs, snow, or other thick weather does not interfere with either the volume or direction, as in the case with sounds from steam or other whistle signals.

X X X X X X X X X

## CHRYSLER MOTORS TO HOLD RADIO BUSINESS CONVENTION

A two-hour meeting of De Soto, Dodge and Chrysler dealers via radio has been announced by Walter P. Chrysler, Speaking from New York on November 1 over the Columbia Broadcasting System network, Mr. Chrysler and other executives of Chrysler Motors will address more than 75,000 persons concerned with the sale of Plymouth cars in practically every large city of the United States and Canada. Meetings will be held in 25 cities. Business plans and prospects will be the trend of the talks.

Mr. Chrysler's statement follows:

"Chrysler Corporation has one of the most important business matters in its history to discuss with its dealer organizations simultaneously. To hold a meeting of Chrysler Motors' dealers who handle Plymouth cars in the United States and Canada, it would be necessary to hire an auditorium the size of Madison Square Garden. A dealers' convention, attended by an average of two men from each De Soto, Dodge and Chrysler dealer organization, would total about 20,000 persons. To bring such a group to Detroit would entail tremendous expense. With this situation confronting us, we decided to use radio as a means of personal communication with our Plymouth dealers.

"The radio meeting will be conducted in two parts. The first hour, from one until two P.M., EST., will be devoted to a dramatized presentation depicting the evolution of the new Plymouth Six in the plant in Detroit. It will be divided into several scenes carrying the listeners through various departments of the factory. Executives of the Corporation will conduct the presentation. The second half of the program will be on the air from 2:45 to 3:15 p.m., and, during this half hour, dealers' questions will be answered. The entire program will be knit into a unified business conference."

"This program, of course, is designed solely for the attention of Plymouth dealers and it will be necessary to take up regular broadcasting time for this business meeting. We offer apologies to the radio public for depriving them of this hour and a half of regular entertainment, but, at the same time, we extend a cordial welcome to all who wish to listen to the proceedings of this radio conference."

William S. Paley, president of Columbia, said the program will be the first of its kind to be undertaken by any business corporation.

X X X X X X X X X X

## NEWSPAPER BUYS RADIO STATION

A controlling interest in WODX, Mobile, Ala., has been acquired by Frederick I. Thompson, publisher of the Montgomery (Ala.) Journal and the former publisher of the Mobile Register.

X X X X X X X X X X

## CONGRESS TO ASK CHECK ON POLITICAL RADIO TIME

A complete check on all of the time utilized on every radio station in the country for political purposes during the campaign will be demanded in the Senate when Congress reassembles.

If the national political committees do not make what seems to be a full report of money expended for radio broadcasts, there will be a Senate resolution calling on every individual broadcasting station to give the hours and by whom paid for.

Senator Dill, of Washington, declared in a telegram to a Washington news service from Spokane that he would sponsor such an inquiry.

One of the charges made by Democrats is that in addition to extensive G.O.P. committee hookups there are others where speakers and organizations are paying for their own time. It is also alleged, that many hours of time have been purchased for State and regional hookups which are unlikely to be reported to the Clerk of the House.

X X X X X X X X X X

### COLUMBIA ACCOUNTS- NEW AND RENEWALS

New, The Musterole Co., (Musterole). Agency: Erwin, Wasey & Co., Program: "Whispering Jack Smith" - Musical. Mon. Wed. 8:00-8:15 p.m., Basic network.

New, Southern Dairies, Inc. (Ice Cream and Dairy Products). Agency: McKee & Albright, Philadelphia. Program: "Inside News by Ted Husing". Thursday 7:30-7:45 p.m., Dixie network.

New, John F. Jelke Co., Chicago (Margarine). Agency: Blackett-Sample-Hummert Co., Inc., Program: "Captain Jack" Dramatic Show. Mon. Thurs. Fri. 5:15-5:30 p.m., ten stations.

X X X X X X X X X X

### EDITOR CASHED IN ON RADIO FAILURE

Some tell us that radio broadcasting doesn't interfere with newspaper reporting, but we have never believed this to be a fact, Editor and Publisher comments. It is not conceivable that the report of a political speech, for instance, published hours after the words have been poured into a microphone, can be regarded by the general listening public as anything less than a twice-told tale.

These comments are apropos of an action taken this week by the Philadelphia Record. It appears that "something happened" to prevent the radio in Philadelphia from reporting the speech of U.S. Senator Norris. The speech did not go over the air, and the editor of the Record cashed in. He put an 8-column streamer on page one reading: "The Radio Failed! Full Text of Senator Norris' Speech in This Newspaper". This reflects a condition which we earnestly believe is against public policy. Is the only dependable medium that operates for an informed electorate to be discouraged and hampered?

X X X X X X X X X X

NBC NEW ACCOUNTS, RENEWALS AND CHANGES

Renewal, The Texas Co. (gasoline), 135 E. 42nd St., NYC., Agency: Hanff Metzger, Inc., NYC. Starts: Oct. 25, 1932 for 52 weeks. Time: Tuesdays- 9:30 - 10:00 p.m., EST. Network: WEA, WEEI WJAR WTAG WCSH WFI WRC WGY WBEN WCAE WTAM WWJ WCKY WSAI WMAQ, KSD WOC WHO WOW WDAF WFBR CFCF WIBA WEBC KSTP WTMJ WDAY KFJR WIS WRVA WJAX WIOD WFLA WWNC WSM WMC WSB WJDX WSMB KVOO WKY KTHS WBAP KPRC WOAI KTBS KGIR KGHK KOA KDYL KGO KFI KGW KOMO KHQ KTAR KFSD Program: Ed Wynn and the Texaco Firechief Band"- 35-piece orchestra under direction Don Voorhees, Graham McNamee announcer, Ed Wynn, the Perfect Fool, four male voices.

Renewal, Westinghouse Elec. & Mfg. Co., 150 Broadway, NYC, Agency: Fuller & Smith & Ross, 49 W. 45th St., NYC. Started Oct. 12, 1932 for 13 broadcasts. Time: Wed. & Fri., 12:00 - 12:15 Noon, EST. WJZ only. Program: "Bill and Henry" - songs and patter.

New, Great Atlantic and Pacific Tea Co., 420 Lexington Ave., NYC. Agency: J. A. Simpson, 1013 Grant Bldg., Pittsburgh. Started Oct. 17, 1932 - 6 programs. Time: Monday, Wednesday and Friday, 5:00-5:15 p.m., EST. Network: WJZ, WBZ, WBZA, WBAL, KDKA, WENR, KWK, WREN, KOIL. Program: "Maude and Cousin Bill" -Booth Tarkington's sketch of child life.

Change, Swift & Co., WJZ. Program: Pat Barnes in Person. Day and Time: Monday, Tuesday 8:45-9:00 p.m. Change: October 31 and thereafter program will be heard Monday, Tuesday, Wednesday, 8:45-9:00 p.m. Network: On Wednesday WJZ and network groups up to and including Chicago.

Change, Malted Cereals, Inc., WEA. Program: "The Adventures of the Maltex Safety Soldiers". Day & Time: Wednesday, Friday, 5:00-5:15 p.m., EST. Change: October 26 and thereafter this program will be changed to Wed. & Fri., 5:45-6:00 p.m. WEA, WEEI WTIC WJAR WTAG WCSH WGY WBEN WTAM WWJ.

Change, General Electric Company, WEA. Program: "GE Circle". Day & Time: Mon. Wed. & Fri., 5:45-6:00 p.m. Changed Oct. 17 to daily except Sunday & Tuesday, 6:45-7:00 p.m. -7:00-7:15 p.m., EST. Network groups: 6:45-7:00 p.m. Basic Red up to and including Chicago only. 7:00-7:15 p.m., Basic red west of Chicago only plus NW, KOA, KDYL Orange.

Change, National Sugar Refining Co., WJZ. Program: "Jack Frost Melody Moments". Day & Time: Wed. 8:30-9:00 p.m., EST. Change on Oct. 31 and thereafter to Monday, 9:30-10:00 p.m., EST. Network groups: WJZ, WBAL WHAM KDKA WGAR WJR Cincinnati, Chicago.

X X X X X X X X X

## DECISIONS OF THE FEDERAL RADIO COMMISSION

### Applications Granted

WMAL, M. A. Leese Radio Corp., Washington, D.C., granted CP to install auxiliary transmitter, max. power 1 KW; KGGM, New Mexico Brdcstg. Co., Albuquerque, N. Mex., granted CP to move transmitter within same building and make changes in eqpt.; WSAJ, Grove City College, Grove City, Pa., granted license covering local move of station and installation of new equipment; 1310 kc., 100 w., specified hours; KSEI, Radio Service Corp., Pocatello, Idaho, granted license covering change in freq. increase in day power and installation of new eqpt. 890 kc., 250 w. night, 500 w. LS., unlted. time; KCMC, No. Miss., Brdcstg. Corp., Texarkana, Ark., granted authority to install automatic freq. control; also

WEEU, R.A. Gaul, H.O. Landis & H.S. Craumer, d/b as Berks Brdcstg. Co., Reading, Pa., granted consent to Vol. assign. of lic. to Berks Broadcasting Co., a corporation; KOCW, Oklahoma College for Women, Chickasha, Okla., granted temp. renewal of license and set application for renewal for hearing; KGDA, Mitchell Brdcstg. Corp., Mitchell, S. Dak., granted authority to move main studio from transmitter location to 417 N. Main St., Mitchell; and

KFJB, Marshall Elec. Co., Inc., Marshalltown, Ia., granted special authority to operate from 9 to 11 p.m., CST, Oct. 22 and 28, and from 3 to 5 p.m., CST, Nov. 11.; WBAA, Purdue, Univ., W. Lafayette, Ind., granted spec. authority to operate from 1:45 to 5:00 p.m., CST, Nov. 19, provided stations WCMA and WKBF remain silent; WCAC, Conn. Agricultural College., Storrs, Conn., granted spec. authority to operate from 2:30 to 5 p.m., EST, Oct. 29, and from 2 to 4 p.m., EST, Nov. 12, provided station WICC remains silent; and

WBAX, John H. Stenger, Jr., Wilkes-Barre, Pa., granted spec. authority to operate from 8 p.m. to midnight, EST, Oct. 21 and 28, with consent of WJBU; WBNX, Standard Cahill Co., Inc., New York City, granted spec. authority to use temporarily the transmitting apparatus of WCDA; from 3 a.m., EST, Nov. to May 1, 1933, subject to Commission's decision on licensee's pending appl. for renewal of license; WMSG, Madison Square Garden Brdcstg. Corp., New York., granted special authority to use temporarily the transmitting apparatus of WCDA, from Nov. 1, 1932 to May 1, 1933, subject to Commission's decision on applicant's pending appl. for renewal of license; KLRA, Arkansas Brdcstg. Co., Little Rock, Ark. granted special auth. to use auxiliary tube in the power amplifier stage without interlocking switch, for period of 30 days until satisfactory interlocking switch is installed; also

New, Thos. Morgan Hale, Syracuse, N.Y., granted CP for gen. exp. service, freqs. 51,400 and 60,000-400,000 kc., 15 w.; New, R.C. Powell & Co., Inc., New York, granted CP for gen. exp. service, 60,000-400,000 kc., 100 w., unlimited time; New, R.C. Powell & Co., portable and mobile in New York and New Jersey, granted 2 CP for gen. exp. service, 60,000-400,000 kc., 1 w.; and

New, National Brdcstg. Co., Inc., portable and mobile, granted 2 CP for gen. exp. services, freq., 34,600, 41,000, 51,400, 60,000-400,000 kc., 5 w.; New, City of Muskegon, Mich., police department, granted CP for police service, freq. 2442 kc., 50 w.; New, City of Highland Park, Ill., police department, granted CP for police service, freq. 1712 kc., 50 w.; KGPA, Seattle Police & Fire Dept., Pier #1, Seattle, Wash., granted CP for police service, to install new eqpt. with new Marconi type antenna; and

New, Missouri Brdcstg. Corp., portable, St. Louis, Mo., granted temp. broadcast pickup CP, 2342 kc., 50 w.; New, National Brdcstg. Co., Inc., portable and mobile, granted 2 gen. exp. licenses, freq. 34,600, 41,000, 51,400, 60,000-400,000 kc., 5 w.; WLXK, Westinghouse Elec. & Mfg. Co., portable and mobile, Chicopee Falls, Mass., granted gen. exp. license, 1594, 2398, 3492.4, 4797.5, 6425, 8655, 12862.5, 17310, 23100, 25700, 26,000, 27100, 34,600, 41000, 51400, 60,000-400,000, 401,000 and above, 250 w.; also

WLXH, New England Te. & Tel. Co., Boston, Mass., granted spec. exp. license 2322 kc., 50 w., unlt'd. time; WLXAI, Trustees of Tufts College, portable, granted renewal of gen. exp. license, 1594, 2398, 3492.5, 4797.5, 6425, 8655, 12862.5, 17310 kc., 1 KW; WLOXAF, Larry L. Smith, portable in State of Kentucky, granted renewal of gen. exp. license, 2398 kc., 5 w.; W3XS, Phila. Storage Battery Co., Philadelphia, Pa., granted renewal of gen. exp. license, 8655, 17310 kc., 1500 w.; KGWX, Atlantic Brdcstg. Corp., portable, initial location, Los Angeles County, Calif., granted renewal of license for temp. motion pictures, 1525 kc., 15 w.; W6XS, Don Lee Brdcstg. System, Los Angeles, Cal., granted ext. of time from Nov. 1 to Dec. 1, in which to complete constr. of exp. visual brdcstg. station; WSUJ, Jesse H. Jay, on Cruiser Sue J., granted auth. to operate ship transmitter as broadcast pickup station in temp. serv. Nov. 3 and 4, in connection with international radio program to be rebroadcast over WIOD, Miami, 2342 kc., 10 w.; W3XAU, Universal Brdcstg. Co., Philadelphia, Pa., granted ext. of time to conduct eqpt. tests under Rule 217.

### Renewal Of Licenses

The following stations were granted a regular renewal of licenses: WCOA, Pensacola, Fla.; KGB, San Diego; KGHF, Pueblo Colo.; KLRA, Little Rock, Ark., and KMO, Tacoma, Wash.

WKBH, WKBH, Inc., La Crosse, Wis., granted reg. renewal of lic. 1380 kc., 1 KW, hours of operation: Nov. and Dec. 6 AM to 5 P.M.; 5:30 to 7 P.M.; 8 to 9 P.M.; 10 to 11 PM. Jan. 6 AM to 5:15 PM.; 5:35 to 7 P.M.; 8 to 9 P.M., 10 to 11 P.M., CST.

The following stations were granted temporary licenses subject to such action as the Commission may make on their pending applications for reenwal of licenses: WAWZ, Zarephath, N.J., WKAB, Harrisburg, Pa., WBMS, Hackensack, N.J.; WBNY, New York City, WCDA, New York, WFAB, New York, WMSG, New York, WSMK, Dayton, O. and KQV, Pittsburgh, Pa.

The following stations were granted temp. licenses, subject to such action as the Commission may take on their applications for renewal, which were designated for hearing: KGER, Long Beach, Cal., and KLO, Ogden, Utah.

## Set For Hearing

KRMD, Radio Station KRMD, Inc., Shreveport, La., renewal of license; New, J. E. Richards, Pine Bluff, Ark., requests CP for new station, 1340 kc., 250 w. daytime operation,

## Applications Dismissed

The following applications were dismissed without prejudice, at request of applicants: New, J. B. Sanders, Center, Tex., CP, 1310 kc., 100 w., spec. hours (facilities of KFPM); and New, W.B. Neal, Gallipolis, Ohio, CP, 1500-2000 kc., 30 w., Tues. 2-4 PM Thurs. and Fri. 10 PM to 1 AM.

## Amateur Licenses

The Commission also granted 376 licenses for amateur stations of which 109 were new, 213 renewals and 54 modifications.

## Action On Examiners' Reports

WMT, Waterloo Brdcastg. Co., Waterloo, Ia. (Ex. Report No. 352) granted renewal of license to operate on 600 kc., with 500 w. regular power, unlt. time, sustaining Examiner Ralph L. Walker, except in power assignment; WMT (Ex. Report No. 358) Denied appl. to move transmitter and studio from Waterloo to Des Moines, Ia., with no change in operating assignment, sustaining Examiner Ralph L. Walker; WKBB, Sanders Bros. Radio Sta., Joliet, Ill., (Ex. Report No. 405), affirmed grant of CP to move transmitter and studio from Joliet to near E. Dubuque, Ill., with operating assignment of 1500 kc., 100 w., half time, specified hours, sustaining Chief Examiner Ellis A. Yost. (Acting Chairman Harold A. Lafount filed a dissenting opinion).; Amateur, Kenneth J. Stanford, New York City, (Ex. Report No. 411), granted appl. for new amateur station to be located in New York City, sustaining Examiner R.H. Hyde.

## Oral Arguments

KQV, KQV Brdcastg. Co., Pittsburgh, Pa. and Stanley M. Krohn, Jr., Dayton, O., involving renewal of license and appl. to operate unlt. time on 1380 kc., 500 w. (Ex. Rep. No. 412); WNAX, The House of Gurney, Inc., Yankton, S.Dak. (Ex. Rep. 414), involving appl. for increase in power from 1 KW to 1 KW night, 2½ KW, LS, on 570 kc., unlt. time; KGDA, Mitchell Brdcastg. Co., Mitchell, S.Dak., (Ex. Rep. 414) involving renewal of license and authority to remove KGDA from Mitchell to Aberdeen, S.Dak.; reconstruct transmitter and change freq. from 1370 to 1420 kc.

## Ratification Of Acts Of Commissioners

KNX, Hollywood, Calif., granted auth. to extend eqpt. test for 10 days (Action taken Oct. 15); WSBR, Mackay Radio & Tele. Co., San Francisco, Cal., granted 60 day auth. to operate aboard Vessel California Standard, freqs. in accordance with Rule 285 A, (Action taken Oct. 17); WSBO, Radiomarine Corp. of America, NY, granted 60 day auth. to operate add. trans. aboard vessel Vagabondia, freq. range 8200 to 17100 kc., 50 w. (Action taken Oct. 17); WCCO, Minneapolis, Minn., granted license 810 kc., 50 KW., unlt. time (Action taken Oct. 19).

X X X X X X X X X X

# HEINL RADIO BUSINESS LETTER

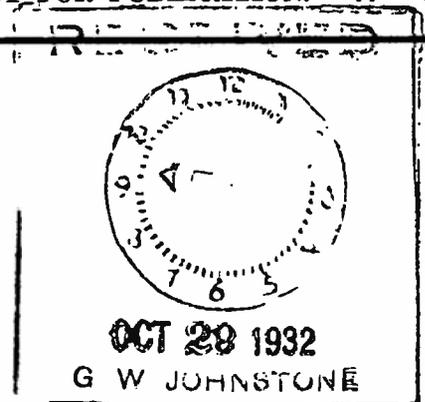
INSURANCE BUILDING

WASHINGTON, D. C.

ISSUED TWICE A WEEK AND CONTAINING THE LATEST INFORMATION REGARDING THE RULINGS OF THE FEDERAL RADIO COMMISSION, RADIO LEGISLATION, DEPARTMENT OF COMMERCE REGULATIONS, CHANGES IN WAVELENGTH, CALL LETTERS AND POWER, PATENTS, EXPORTS, FEDERAL TRADE COMMISSION RULINGS AND OTHER MATTERS OF INTEREST TO BROADCASTERS AND MANUFACTURERS. :: :: CONFIDENTIAL—NOT FOR PUBLICATION. :: ::

National Broadcasting Company, Inc.  
GENERAL LIBRARY  
711 Fifth Avenue, New York, N. Y.

INDEX TO ISSUE OF OCTOBER 27, 1932



I.C.C. Disclaims Right To Control Broadcast Rates.....	2
Colonial Radio Sets To Be Distributed By Graybar.....	6
Federal Trade Commission Names Song Sheet Publisher.....	6
Trying To Land Alice.....	7
Chicago Tribune To Print Radio Programs.....	7
Alabama Will Again Attempt To Tax Stations.....	7
Claims NBC Gross Greater Than That Of Saturday Eve. Post...	7
Press Associations Reported Refusing Election Night Service	8
United States Has Half Of Radio Sets In Use.....	8
Chrysler Radio Conference Insured For \$500,000.....	9
Supreme Court Refuses Dubilier Review.....	9
Decisions Of The Federal Radio Commission.....	10

No. 573

SUBSCRIPTION PRICE, \$10. PER MONTH. NO CONTRACT REQUIRED.

## I.C.C. DISCLAIMS RIGHT TO CONTROL BROADCAST RATES

The Interstate Commerce Commission has no jurisdiction under the law to regulate rates, rules, regulations and practices of radio broadcasting stations, according to a ruling dismissing the complaint of the Sta-Shine Products Co., Inc., of Freeport, N.Y., against the National Broadcasting Co., Inc., and Station WGBB, Freeport.

The Sta-Shine Company, engaged in the manufacture of furniture and automobile polish at Freeport, charged in a formal complaint filed with the Commission in September, 1931, that the radio concerns had exacted "unreasonable" charges for the "transmission of intelligence by wire or wireless in interstate commerce".

It was further asserted that the National Broadcasting Company had refused to accord to the complainant the use of certain of its facilities while at the same time according such privileges to others. These acts, it was contended, were in direct violation of several provisions of the Interstate Commerce Act.

Before going into the merits of the complaint, the Commission decided to hold hearings solely on the question of jurisdiction and the presiding examiner had held in his proposed report that the present law did not vest the Commission with authority to regulate radio broadcasting activities. The Commission's decision upholds this report.

Chairman Claude B. Porter and Commissioner Frank McManamy dissented from the majority opinion in the case. In connection with radio broadcasting the Commission stated:

"We do not believe that this new art and practice, unknown at the time of the passage of the Transportation Act, of simply putting on the air or ether this instruction, entertainment, or advertisement, to that part of the public who may, by their receiving sets and antennae, go out and get this matter, was ever meant by Congress to be included in any act conferring express or implied power upon this Commission.

"It cannot be presumed that the Congress was attempting to regulate a mere potential service, one that might or might not be developed, and particularly a service distinct and different in character from the methods of transmission of intelligence then known, i.e., messages by wireless from a definite sender to a definite receiver.

"This conclusion is supported by section 1 (5) of the Act wherein transmission of intelligence as a message by wire or wireless is divided into day, night, and other classes of messages."

Chairman Porter, in his dissenting opinion, declared that the specific matter herein complained of is not within the Commission's jurisdiction, but that he entirely disagreed with the majority in practically everything stated by them in support of their final conclusion.

"As I understand it", said Mr. Porter, "the effect of their holding is that radio broadcasting, by which intelligence is transmitted by wireless operation, is not included in the common carriers over which our jurisdiction extends. This holding is entirely too broad, as it deprives us of all jurisdiction over broadcasting companies in their transmission of intelligence by wireless."

Chairman Porter held that while the service involved in the distant proceeding does not come within the Commission's jurisdiction, the respondent companies are common carriers within the meaning of paragraph 1 of the Interstate Commerce Act, and therefore subject to the Commission's jurisdiction in the event they render a common carrier service.

Commissioner McManamy concurred in this dissent.

Excerpts from the report follow:

"This is the first complaint filed with us attacking the rates, charges, rules, regulations, and practices of a broadcasting company. It purports to be brought under those provisions of the act which apply to common carriers engaged in the transmission of intelligence by wire or wireless for hire. Defendants deny that they are common carriers subject to the provisions of the act as alleged in the complaint. They ask that the complaint be dismissed.

"They questioned our jurisdiction over the subject matter complained of and requested that a hearing first be had on the jurisdictional question, reserving for further hearing the sections 1 and 3 allegations complained of, should we assume jurisdiction. In view of the novelty of the case, this course was taken, and a hearing, limited to facts bearing upon the jurisdictional question, which constitutes the subject of this report, has been had. \* \* \*

"By section 1 (1) of the act, its provisions apply to common carriers engaged in the transportation of passengers or property and the 'transmission of intelligence by wire or wireless' in interstate or foreign commerce. By paragraph (2) the provisions of the act 'shall also apply to such transportation of passengers and property and transmission of intelligence, but only in so far as such transportation or transmission takes place within the United States.'"

"The term 'carrier' is defined in paragraph (3) as including \* \* \* 'all pipe-line companies; telegraph, telephone, and cable companies operating by wire or wireless; express companies; sleeping-car companies; and all persons, natural or artificial, engaged in such transportation or transmission as aforesaid as common carriers for hire'\* \* \*

"Paragraph (3) also provides: 'The term "transmission" as used in this Act shall include the transmission of intelligence through the application of electrical energy or other use of electricity, whether by means of wire, cable, radio apparatus, or other wire or wireless conductors or appliances, and all instrumentalities and facilities for and services in connection with the receipt, forwarding and delivery of messages, communications, or other intelligence so transmitted, hereinafter also collectively called messages'.

"The Radio Commission has held that it is only concerned with the licensing of stations whose operations are in the public interest, convenience, or necessity; and that it has no jurisdiction over the rates and charges of radio broadcasting companies, nor of the contracts they may make in the furnishing of their facilities, so long as they meet those requirements.

"Complainant contends that the provisions of the Act, hereinbefore referred to, together the provisions of Section 14 of the Radio Act of 1927, give us authority to regulate and prescribe reasonable and lawful rates, charges, rules, regulations and practices in respect to radio broadcasting.

"Section 14 of the Radio Act of 1927 reads: 'Any station license shall be revocable by the (Radio) commission whenever the Interstate Commerce Commission, or any other Federal body in the exercise of authority conferred upon it by law, shall find and shall certify to the (Radio) commission that any licensee bound so to do, has failed to provide reasonable facilities for the transmission of radio communications, or that any license has made any unjust and unreasonable classification, regulation, or practice with respect to the transmission of radio communications or service'  
\* \* \*

"Defendants state that they have never engaged in or held themselves out to perform point-to-point communication by wireless, i.e., the transmission of a message from a definite sender to a definite receiver, for pay, which they contend is the type of message or communication contemplated in the act; that they never intended to operate as common carriers having neither the authority, license, nor equipment to do so, and that they are subject only to such Federal regulation and control in the conduct of their business as the radio commission or the Department of Commerce, under

powers delegated by the Congress, may wish to exercise. All broadcasting performed by defendants, except that which they offer to the public themselves, is done under private contract and only for such clientele as they wish to serve.

"They state that their business is essentially one of advertising, much the same in character as that of a newspaper or magazine; and that as public interest in a newspaper or magazine is essential in obtaining paid advertising, so is public interest in defendants' broadcasts essential in obtaining sponsored programs.

"They contend that they cannot serve any and all who wish to use their services but that, on the contrary, it is essential to the development and success of their business that their programs be selected with a design and purpose to meet and further public interest in them and in radio broadcasting generally; and that to conduct their business otherwise would jeopardize their licenses and the right to continue their business under the provisions of the Radio Act of 1927. \* \* \*

"We were first given regulatory power over the transmission of intelligence by wireless by the amendatory Act of June 18, 1910. Point-to-point wireless communication was then being performed only by means of telegraphic code signals. The inclusion of 'radio apparatus' as a means of transmitting such communications was added by the Transportation Act, approved Feb. 28, 1920. At that time wireless point-to-point communication by radio apparatus was being performed by commercial concerns organized for and holding themselves out to perform such service, and by the United States Army and other governmental bodies, but the art of radio broadcasting was practically unknown, being merely in its experimental stages.

"We do not believe this new art and practice, unknown at the time of the passage of the Transportation Act, of simply putting on the air or ether this instruction, entertainment, or advertisement, to that part of the public who may, by their receiving sets and antennae, go out to get this matter, was ever meant by Congress to be included in any act conferring express or implied power upon this Commission. It can not be presumed that the Congress was attempting to regulate a mere potential service, one that might or might not be developed; and particularly a service distinct and different in character from the methods of transmission of intelligence then known. This conclusion is supported by section 1 (5) of the act, wherein transmission of intelligence as a message or communication by wire or wireless is divided into day, night, and the other classes of messages."

X X X X X X X X X X

## COLONIAL RADIO SETS TO BE DISTRIBUTED BY GRAYBAR

The Colonial Radio Corporation of Buffalo, N.Y., has announced that arrangements have been completed for the distribution of Colonial radio sets through the seventy-six branch houses of the Graybar Electric Co. This move combines the facilities of a long established successful distributing company with that of a pioneer manufacturing and engineering organization.

According to F. G. Carson, vice president of the Colonial Radio Corporation, a complete line of sets will be in the hands of the branch houses within a few weeks and the price range will be from \$20 to about \$100. He declared that in recent years the Colonial factory at Buffalo has been one of the largest producers of "brand" radio receivers. He believes that the expansion of Colonial trade-marked distribution into a national picture insures to the buying public high quality radio sets at very low prices. Cabinets for the complete line are to be supplied by the Adler Manufacturing Co., of Louisville, Ky., well known in the radio trade.

Distribution of the Colonial line in seventy-six cities will be aggressively pursued by the Graybar houses, D. H. O'Brien, general merchandise manager of the Graybar Electric Co., said. The Graybar organization has held a somewhat unique position in radio sales, since its unit operation maintains careful check upon stocks in dealer hands, thus making surplus liquidations unnecessary. These policies will be maintained in the future as in the past, according to Mr. O'Brien. The broader price appeal inherent in the new line will, it is expected, enable the appointment of many new dealers but care will be exercised against over-population of retail territories.

To assist in the distribution, the Colonial Radio Corp., under the direction of Mr. Carson, will put into the field a number of sales promotion men. The men selected will be experienced and successful in this line of endeavor.

X X X X X X X X X X

### FEDERAL TRADE COMMISSION NAMES SONG SHEET PUBLISHER

In the stipulation to cease and desist from alleged unfair methods of competition, announced by the Federal Trade Commission, is the following:

"A publisher of so-called 'Song Sheets' agrees to discontinue the use of the words 'Popular song hits', 'Maurice Chevalier song hits', 'Radio and screen song hits' and similar terms to designate song sheets consisting of comic verses and parodies on popular song hits, and to discontinue the use of the titles of popular song hits as captions for such song sheets."

XXX X X X X X X X X

## TRYING TO LAND ALICE

It's understood that the Republican National Committee has been bringing to bear all the pressure it could to cajole Alice Roosevelt Longworth to the microphone for a coast-to-coast pro-Hoover broadcast, according to Frederic William Wile.

"Princess Alice remains radio shy", Mr. Wile continues. "She's probably the only prominent person in the country who hasn't yet succumbed to the air. The Speaker's widow having at length overcome her inhibitions about writing for publication, Chairman Sanders and Publicity Director Allen have not yet abandoned hope of leading "Alice" to the "mike" and making her talk. She herself thinks she hasn't a radio voice."

X X X X X X X X X X

## CHICAGO TRIBUNE TO PRINT RADIO PROGRAMS

The "Chicago Tribune" is now printing radio programs of other stations in addition to its own. Heretofore, the listings have been confined to WGN, the Tribune station. Trade names are deleted.

X X X X X X X X X X

## ALABAMA WILL AGAIN ATTEMPT TO TAX STATIONS

A bill taxing all radio stations in Alabama will be re-introduced at the next session of the state legislature. The bill levies a five per cent gross tax on stations as well as a tax of \$100 per year on announcers and \$25 on engineers.

X X X X X X X X X X

## CLAIMS NBC GROSS GREATER THAN THAT OF SATURDAY EVENING POST

According to "Denny's Record", the advertising revenue of the Saturday Evening Post, for the first nine months of the current year totals \$18,865,480, as compared with \$20,486,359 of the National Broadcasting Company for the same period. For the month of September the "Post" took in from advertising \$1,006,496, as against NBC's net of \$1,807,795.

How these two media have fared comparatively in the past three years is told in the following figures: In 1931 the Post grossed around \$36,000,000 from its advertising pages and NBC sold \$25,600,000 in time. In 1930, the revenue was about \$48,000,000, Post, and about \$20,000,000, NBC. In 1929 the magazine attained a \$52,500,000 level, while the network earned \$14,300,000.

X X X X X X X X X X

## PRESS ASSOCIATIONS REPORTED REFUSING ELECTION NIGHT SERVICE

Yielding to protests from newspaper members, both the Associated Press and the United Press are giving the cold shoulder to the NBC and Columbia networks on the radio bids for the election returns service, Variety reports. Press associations refuse to sell or permit the chains to use any part of the collected information.

"NBC claims that it will be able to get along conveniently without these sources, since the news service controlled by its own political commentator, David Lawrence, will suffice to fill this election night need", the magazine continues.

"On the other hand, Columbia admits that the thumbs-down attitude of the press associations has put it in a tough spot. Only way out of the dilemma, it says, is to go ahead and organize its own news collecting service. To that end it proposes to make local correspondents of its some 90 affiliated stations, with the direct wire connection with every one of these spots providing as quick a return on the presidential election outcome, avers the network, as would be obtainable through a press association hookup. Press agents connected with these outlets will in the main be depended upon to gather the results and transmit them to the CBS headquarters in New York, where the tabulations would take place and broadcast across the national web.

"It is understood that a large percentage of the membership of the A.P. and U.P. are even objecting to permitting newspaper-operated stations to broadcast the returns obtained from the central news gathering sources. But since there is no definite policy governing the practice, it is understood that the heads of the association will make no effort to rule either way."

X X X X X X X X X X

### UNITED STATES HAS HALF OF RADIO SETS IN USE

More than half of the 30,000,000 to 40,000,000 radio sets now operating in the world are in the United States and about half of all the world's broadcasting stations are in this country, according to the Department of Commerce.

The department also declared that, "as a result of the universal depression", American exporters of radio sets and equipment are facing a steadily increasing competition in many of the countries of Europe. "The status of radio in Europe", the report read, "is still complicated so far as it affects United States apparatus, a fact which makes it essential for American exporters to be cognizant of the existing situation in individual markets."

In order to supply this information, the department has issued a more comprehensive report captioned "Radio Markets of the World, 1932". The American radio export trade in 1931 was valued at \$22,635,000, compared with \$23,133,000 in 1930 and \$23,122,000 in 1929.

X X X X X X X X X X

## CHRYSLER RADIO CONFERENCE INSURED FOR \$500,000

The first insurance policy ever to be taken out for a radio program was signed by Walter P. Chrysler. It covers the 90-minute Plymouth radio business conference to be heard on November 1 over the Columbia Broadcasting System network to the extent of \$500,000 and is said to be the largest policy ever applied to such a brief period except in the case of money shipments in big city financial districts.

Edward Allen, president of the National Surety Company, guarantor of the policy, said radio insurance is an entirely new development and the Plymouth broadcast is the first on which his company has ever issued a policy.

"Radio insurance marks a new step in the surety business", he said. "It opens a new field for insurance and is significant to radio as an indication that program sponsors are more and more applying sound business principles to their broadcasting activities."

Mr. Chrysler, in signing the agreement covering the insurance policy, explained:

"We are using radio for the first time as a means of conducting a convention of Plymouth dealers in the United States and Canada. Approximately 75,000 persons associated with the dealer organizations will be listening to executives of the corporation describe the new Plymouth Six to the dealers for the first time in this broadcast. Consequently, the importance of this program to our organization warrants the protection in the event of unforeseen occurrences which might interfere with transmission of the broadcast."

The National Surety Company policy applies only to this single Plymouth broadcast. It affords financial protection in case of breaks in the land wires which connect the numerous stations in the network or the failure of any part of the equipment for transmitting the program.

X X X X X X X X X

## SUPREME COURT REFUSES DUBILIER REVIEW

The Supreme Court of the United States refused to review the determination of the Circuit Court of Appeals that three claims of the Dunmore and the Lowell and Dunmore patents relating to the use of residence alternating electrical current in radio receiving sets are invalid.

The court denied the petition for review filed by the Dubilier Condenser Corporation, present owner of the patents, of the decision holding the claims in issue invalid and not infringed by the Radio Corporation of America.

The high tribunal denied a review on the ground that petitioners failed to file their petition within the time prescribed by the statute. In this case the condenser corporation had alleged infringement of Lowell and Dunmore Patent No. 1455141, which covers radio receiving apparatus and claims the means for use of alternating current from standard residence light power, in lieu of direct current from batteries, in sets of three electrode type consisting of radio frequency amplifiers, a detector and audio frequency amplifiers.

The court also refused to review case No. 307, involving alleged infringement of Lowell and Dunmore on Patent No. 1635117. This patent covers a signal receiving system and claims the means for operating circuits of a low-frequency amplifier tube from alternating current.

The Supreme Court had previously granted review of cases brought before it by the Department of Justice to determine whether assignments of the patents involved in this case and one other patent by Mr. Lowell and Mr. Dunmore, formerly Bureau of Standards scientists, to the Dubilier Condenser Corporation are valid. The Government contends that the inventions were perfected by the scientists as part of their research in the field of radio art for the Government, on the Government time, and therefore the inventions are the property of the Government. These cases have not yet been heard by the court.

X X X X X X X X X

#### DECISIONS OF THE FEDERAL RADIO COMMISSION

WJEJ, A. V. Tidmore, Hagerstown, Md., granted modification of CP to change type of equipment; KFPM, The New Furniture Company, Greenville, Tex., granted renewal of license, 1310 kc., 15 w., specified hours; KLPM, John B. Colley, Minot, S. Dak.; KGCU, Mandan Radio Association, Mandan, N. Dak., granted authority to operate on a basis of time sharing stations for the period from Oct. 1 to Nov. 7, in lieu of their present authorization for specified hours of operation; KCRJ, Charles C. Robinson, Jerome, Arizona, granted authority to operate from 8 p.m. until 12 midnight, Nov. 8, in order to broadcast election returns; WPCH, Eastern Broadcasters, Inc., New York City, granted authority to make move from Hoboken, N.J., to Flushing, N.Y., effective immediately; KRKD, Dalton's, Inc., Los Angeles, Calif., granted CP to move transmitter locally in Los Angeles, to same location as that of KFSG, and use KFSG's transmitter during period of the move; WAE, RCA Communications, Inc., Rocky Point, N.Y., granted modification of CP to change type of transmitter and assigned frequencies to 7,400 and 14,800, and to add use of special emission from transmission of addressed program material intended for rebroadcasting at points beyond continental limits of United States; also

KGXQ, American Radio News Corporation, near Mills Field, Calif., granted modification of CP extending commencement date to Dec. 17, 1932, and completion date to June 15, 1933; National Park Airways, Inc. granted modification of seven licenses for additional frequencies, 2,906, 3,072.5, 3,082.5, 3,088, 3,105, 5,510, 5,540, 5,672.5, 5,692.5, unlimited, 50 w.; and

KHK, Mutual Telegraph Co., Wahiawa, Oahu, T.H., granted modification of public coastal telegraph license to change frequencies to: Calling: 143, 500, 3,105, 8,280, 16,560 kc., working: 163, 410, 3,120, 8,580, 11,310, 16,920 kc.; W8XQ, The Goodyear Tire & Rubber Co., Suffield, Ohio, granted license, gen. exp. service, 2,398, 3,492.5, 4,797.5, 6,425, 8,655, kc., 150 w.; W1XJ, Harvard University, Cambridge, Mass., granted renewal of license (gen. exp.) frequencies, 1,594, 2,398, 3,492.5, 4,797.5, 6,425, 8,655, 12,862.5 kc., 1 kw.; W10XAZ, Airplane and Marine Direction Finder Corporation, on vessel "Navigator", granted renewal of special experimental license, 516 kc., 1 w.

#### Set For Hearing

KECA, Earle C. Anthony, Inc., Los Angeles, Calif., requests modification of license to change freq. from 1,430 to 780 kc., (facilities of KTM and KELW).

#### Applications Denied

The following applications, heretofore set for hearing, were denied because applicants failed to enter appearances within time allowed:

F. C. Carroll, Lakewood, Ohio, CP, 3,255, 6,425, 12,850 kc., 5 w., intermittent hours; The Humphrey Co., Cleveland, O., CP 6,040, 12,080 kc., 500 w., 4 hours day, 4 hours night.

#### Ratification Of Acts Of Commissioners

Action taken Oct. 19: WCDQ, Foss Co., Inc., Seattle, Wash., granted 60 day authority to operate transmitter on board "Martha Foss" frequencies 375, 425, 500 kc.

Action taken Oct. 30: W6XAR, Julius Brunton & Sons, portable (San Francisco), granted extension of time for gen. exp. station from Oct. 15 to 31, inclusive.

Action taken Oct. 22: WFAS, Westchester Broadcasting Corp., White Plains, N.Y., granted authority to operate Sunday evenings, Oct. 23 and 30, from 9 to 10 p.m., EST, from 8:30 to 9 p.m., Oct. 31.

#### Amateur Licenses

The Commission also granted 264 licenses for amateur stations, of which 173 were new, 84 renewals and 7 modifications.

## Broadcasting Applications Received

WGNY, Peter Goelet, Chester Township, N.Y., mod. of CP issued Sept. 30, 1932, to make changes in equipment; WBAX, John H. Stenger, Jr., Wilkes-Barre, Pa., CP for changes in equipment, change frequency, power, hours from 1210 kcs., 100 w., specified hours to 1230 kc., 250 w., unlimited hours; WACO Central Texas Broadcasting Co., Inc., Waco, Tex., install automatic frequency control; WENC, Americus Broadcast Company, Americus, Ga., mod. of license to change power and hours from 100 w., daytime to 50 w. night, 100 w. local sunset, unlimited hours; WGBX, Inc., Springfield, Mo., license to cover CP issued July 8, 1932, change location from St. Joseph, Mo., and change hours; KNX, Western Broadcast Co., Los Angeles, Calif., license to cover CP issued June 7, 1932, change equipment and increase power from 5 to 25 KW; KMJ, James McClatchy Co., Fresno, Calif. mod. of CP issued July 22, 1932, to give exact transmitter location and change in antenna.

## Renewal Applications

KREG, J. S. Edwards, Santa Ana, Calif., 1500 kc., 100 w., unlimited time; WMPC, First Methodist Protestant Church of Lapeer, Lapeer, Mich., 1300 kc., 100 w., specified hours; WGBZ, Karl L. Ashbacker, Ludington, Mich., 1500 kc., 50 w., unlimited hours; WJBK, James F. Hopkins, Inc., Detroit, Mich., 1370 kc., 50 w., unlimited day, specified hours night; WSIX, Tire & Vulcanizing Co., Springfield, Tenn., 1210 kc., 100 w., unlimited hours.

## Applications Other Than Broadcasting

The following applications were received from the Mutual Telephone Co. for renewal of license: Point-to-point telegraph: KHL, Wailuku, T.H.; KHM, Lihue, T.H.; KHN, Lanai City, T.H.; KLN, Hilo, T.H.; KHO, Kaunakakai, T.H.; KOG, KICZ, Honolulu T.H.

Point-to-point telephone: KGXK, KGXM, Waikiki, T.H.; KGXH, KGXJ, Ulupalakua, T.H.; KGXA, KGXC, KGXB, Manawahua, T.H.; KGXO, Kalepa, T.H.

The following licenses were received from The Texas Co. for renewal of geophysical licenses: Portables: WBB, WBD, WBE, WBG, KNB, WBK, WCA, WCB, KJG, WCD, WCH, KNC, KND, WBH, KNE, KNF.

X X X X X X X X X

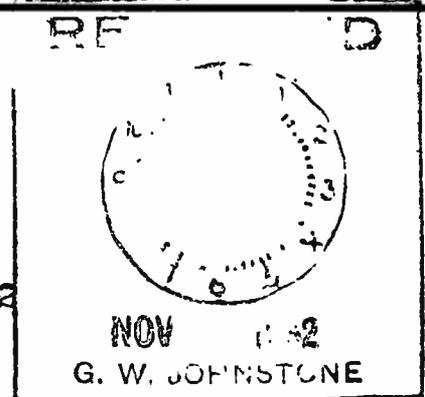
# HEINL RADIO BUSINESS LETTER

INSURANCE BUILDING

WASHINGTON, D. C.

National Broadcasting Company  
GENERAL LIBRARY  
17 Avenue, New York, N. Y.

ISSUED TWICE A WEEK AND CONTAINING THE LATEST INFORMATION REGARDING THE RULINGS OF THE FEDERAL RADIO COMMISSION, RADIO LEGISLATION, DEPARTMENT OF COMMERCE REGULATIONS, CHANGES IN WAVELENGTH, CALL LETTERS AND POWER, PATENTS, EXPORTS, FEDERAL TRADE COMMISSION RULINGS AND OTHER MATTERS OF INTEREST TO BROADCASTERS AND MANUFACTURERS. :: :: CONFIDENTIAL—NOT FOR PUBLICATION. :: ::



INDEX TO ISSUE OF OCTOBER 31, 1932

Copyright Negotiations St. Louis Topic.....2

Government Suit Against RCA May Be Settled Before Nov. 15....3

Majestic Announces A New -All-Electric Auto Radio.....4

WLW Seeking New Radio Talent.....4

Dill Predicts Copyright Legislation.....5

Harbord Attacks Roosevelt Record.....5

Radio Prize Composition Proves Popular.....6

A Private Pretzel Mark.....6

Radio-Piano Makes Its Appearance.....6

No 1933 Radio Show.....7

Broadcast Band May Be Widened.....8

NBC New Accounts and Renewals.....9

Columbia New And Renewed Accounts.....9

W,U. - RCA Offices To Open In Washington.....9

Decisions of the Federal Radio Commission.....10

No. 574

SUBSCRIPTION PRICE, \$10. PER MONTH. NO CONTRACT REQUIRED.

## COPYRIGHT NEGOTIATIONS ST. LOUIS TOPIC

One of the principal things which will be decided at the St. Louis Convention of the National Broadcasters Association November 13 will be whether the work of Oswald F. Schuette in connection with the copyright situation will be endorsed, and whether the efforts of Philip G. Loucks, managing director of the Broadcasters Association will be approved, and whether either or both of them will be retained by the Association. Mr. Schuette will make his report on Wednesday, November 16.

The widening of the broadcast band, now being discussed at the Madrid Conference, will also come in for further consideration. Representative James M. Beck, of Pennsylvania, will address the convention on the first day, as will Federal Radio Commissioner Harold A. Lafount, who will be the official representative of the Commission in St. Louis.

Reports will be made by the following committee chairmen: Louis G. Caldwell, NAB representative to the International Radiotelegraph Conference, Madrid; H. K. Carpenter, commercial section; Harry Howlett, merchandising; Roy Harlow, committee on standard forms; John Patt, committee on station promotion; William S. Hedges, World's Fair Exhibit; John V. L. Hogan, Engineering section; E. K. Cohan, technical director, Columbia Broadcasting System; C. M. Jansky, Jr., consulting radio engineer; Edgar L. Bill, program section, Miss Judith Waller, educational committee, Henry A. Bellows, legislative committee; Paul W. Morency, Copyright Committee, and Oswald F. Schuette, director NAB copyright activities.

In an editorial headed "NAB's Future", Broadcasting magazine comments as follows:

"In a fortnight the NAB holds its annual convention at St. Louis. The program calls for the discussion of the usual economic and regulatory problems, with an added dose of copyright and proposed solutions. But the convention means more than that. The very existence of the NAB is at stake.

"That may sound like a bold, groundless statement to many broadcasters. But to those who have been active in the Association's affairs it is truth only too well known. Many broadcasters are indignant over the NAB's showing during the past year, particularly on copyright. Properly or not, they believe there should be a sweeping basic reorganization, not only of its activities, but also of the constitution under which the association functions. If they have their way, the organization will be stripped of everything but its name and built on a new foundation."

Although the discussion is not included in the official program, it is believed that the broadcasters may talk about the matter of wire line charges which the stations must pay to the A. T. & T. It has been estimated that the broadcasters pay from \$8,000,000 to \$10,000,000 for this service, with no fixed schedule of rates.

X X X X X X X X X X

## GOVERNMENT SUIT AGAINST RCA MAY BE SETTLED BEFORE NOV. 15.

Negotiations between the companies in the radio manufacturing group charged by the government with monopoly are reaching a stage where a new plan for reconstructing their relationships to meet the principal objections set forth in the suit against them is likely to be formulated within a few days. It will be submitted to the Department of Justice in advance of the date set for hearing of the suit, which is Nov. 15.

There will be, in fact, not one plan but a series of separate measures proposed. No effect is to be given to the important steps envisaged until the directors of the companies involved, principally General Electric and Westinghouse Electric and Manufacturing and the Radio Corporation of America, have completed proposals that they are prepared to submit to their stockholders as well as to the Department of Justice.

It is made clear by those in touch with the developments that while the cross-licensing and stock ownerships attacked in the government suit are believed to be legal and proper by the respective companies, the companies are prepared nevertheless to meet the objections in so far as they can do so without jeopardizing their investments or patent ownership rights.

In the main, two principal problems are involved in the present discussions, which have not been completed. The first is the preparation of the new licensing agreements to eliminate the present cross-licensing arrangements; the second is the determination of the manner in which the large ownership of Radio Corporation stocks by General Electric and Westinghouse can be altered or reduced to satisfy the expressed dissatisfaction of the Department of Justice.

At the present time the Radio Corporation of America holds exclusive licenses of the General Electric and Westinghouse companies for all radio patents involved in the manufacture and operation of radio receiving sets and tubes.

Under the readjustments that are being considered, the exclusive licenses would be canceled and all three companies would hold their own patents, licensing each of the other companies under non-exclusive arrangements so that any one of the companies could manufacture complete radio receiving sets. The same privilege would be available to all other radio manufacturers.

Many details would be involved in such a reorganization. There are approximately \$18,000,000 advances owed to the electrical companies by the Radio Corporation of America, the funding of which under any altered stock ownership would require prolonged consideration. An equally important problem is the matter of negotiation.

Another plan which is reported to have been considered by the boards of the two electrical companies is the distribution of their respective stockholders of the common shares of the Radio Corporation of America. General Electric owns 5,188,755 shares of common stock and 27,080 shares of Class A preferred stock of the Radio Corporation of America, and Westinghouse Electric and Manufacturing owns 2,842,950 common and 50,000 Class A preferred shares of the same company. Combined, these stocks amount to 51.4 per cent of the voting strength of the Radio Corporation of America.

In working out plans to revise the relationships of these three companies the management of the Radio Corporation is concerned with solving the problem to the benefit of all classes of stockholders regardless of the relative strength of the holdings. The general plan, while endeavoring to meet objections expressed in the government suit, is intended to be a positive rather than a negative solution of the problem.

X X X X X X X X X X

#### MAJESTIC ANNOUNCES A NEW ALL-ELECTRIC AUTO RADIO

The new all-electric Motor Majestic is the Grigsby-Grunow Company's latest contribution to the radio markets. It entirely eliminates the use of "B" and "C" batteries and is designed for simplicity of installation and service.

The receiver, designed for any make of automobile, is a six-tube superheterodyne with full automatic volume control. The receiver uses the following tubes: Two 38's, three 39's and one 85, the latter being a new development in A.V.C. tubes, and this is the first time it has been used in an auto radio. Sensitivity and tone are said to be comparable to a home receiver.

The source of supply for "B" current is a rugged, trouble-free dynamotor which operates from the automobile battery. The chassis and "B" eliminator are contained in heavy metal cases, mounted out of sight beneath the floor of the car, and operated from a chromium plated remote control unit clamped to the steering column just beneath the steering wheel. The seven-inch electro-dynamic speaker is mounted below the dash,

The Grigsby-Grunow Company believes that the new Motor Majestic is as well shielded from noises developed by the car motor as is possible.

X X X X X X X X X X

#### WLW SEEKING NEW RADIO TALENT

Station WLW, Cincinnati, carried an advertisement in The New York Times yesterday asking for experienced professionals for broadcasting. Auditions are being given at the Hotel New Yorker by Mr. Nicholls.

X X X X X X X X X X

## DILL PREDICTS COPYRIGHT LEGISLATION

Legislation regulating the amount of copyright fees paid to composers by broadcasting stations is predicted by Senator C. C. Dill, of Washington, co-author of the Radio Act, in the following letter to Broadcasting magazine:

"I have just read the article by Sol Taishoff concerning the proposal of the American Society of Authors and Composers to discriminate in their royalty charges in favor of newspaper-owned stations, as printed in your October 15th issue of Broadcasting.

"This latest attempt of the American Society to curry favor with the great newspapers of this country is a new illustration of their attempt to use every possible influence of public opinion to keep down opposition to their tyrannical and arbitrary use of the power which they exert by control of ninety per cent of the copyrights on the most popular music. I sincerely hope that radio stations owned by newspapers will not be induced by this mess of pottage to endanger their birthright to run radio stations.

"There is already a growing sentiment in the country that newspapers should not be permitted to own radio stations. I have never believed that Congress should legislate to that extent, but if the newspaper-owned stations are to be special favorites of this monopolistic music organization, then there will be new reason for legislation that will prohibit the newspapers from owning and operating broadcasting stations.

"I am more and more convinced that Congress must at an early date pass legislation to compel fair treatment by any organization controlling any considerable amount of copyrighted music, to the extent of compelling them to charge no unreasonable fees, make no unjust requirements and above all, make no discriminatory agreements."

X X X X X X X X X X

## HARBORD ATTACKS ROOSEVELT RECORD

Asserting that no State administration could disown "the political corruption of any great city within its borders", Maj. Gen. James G. Harbord, chairman of the board of the Radio Corporation of America, in an address at a Union League campaign luncheon in Philadelphia, attacked Governor Roosevelt's record of the last four years in connection with New York City rule.

X X X X X X X X X X

Orders for nearly \$100,000 worth of newly designed aviation radio-telephone apparatus have just been placed with the Western Electric Company by United Air Lines, American Airways, Transcontinental and Western Air, Western Air Express and National Park Airways. These orders indicate that the air line operators in this country are keeping their equipment abreast of latest improvements.

X X X X X X X X X X

## RADIO PRIZE COMPOSITION PROVES POPULAR

It will doubtless afford Deems Taylor pleasure to learn that as a result of winning an award in his radio prize competition, Carl E. Eppert, of Milwaukee, continues to win plaudits with his composition "Traffic", brought forth by the NBC composers' contest last Spring. "Traffic" was played last week by the Chicago Symphony Orchestra. Frederick Stock, conductor of the orchestra, and critics were unanimous in their praise of it, one of them declaring that it was "a brilliant success, which heralded a continuous climb up the ladder".

The Cincinnati Orchestra, conducted by Eugene Goossens, included "Traffic" in recent performances and the Chicago Symphony Orchestra will play it again in Milwaukee, where the promising American composer will appear in person to take a bow, as he did in Chicago.

X X X X X X X X X X

## A PRIVATE PRETZEL MARK

Paul B. Klugh, of Chicago, newly elected legislative chairman of the Radio Manufacturers' Association, is a raconteur extraordinary. One of his best stories is about the Pennsylvania Dutch pretzel manufacturer.

"Everybody knew this man's pretzels", Mr. Klugh, himself of Pennsylvania Dutch extraction, explains, "because there was an authentic mark on each and everyone which no one else in the world could duplicate. After he had finished bending the pretzel he stamped upon it his own thumb-print."

XXX X X X X X X X X

## RADIO-PIANO MAKES ITS APPEARANCE

A new combination, the radio-phonograph-piano, manufactured in Germany under the patents of John Hays Hammond, Jr., for Radio City, was demonstrated privately in New York last week.

"The ordinary piano is limited for large concert halls", said Mr. Hammond, in describing the development of the instrument. "More than seven years ago I began experimenting with electrical amplification to build up the piano tones and make the instrument more versatile. When amplification was applied, a great many noises, normally imperceptible to the ear, were encountered. The German firm of Bechstein, piano makers, became interested in the piano side of the problem, as did Dr. Ernest, of Berlin, winner of the Nobel prize  
W.

in 1920, who helped to perfect this instrument. He has incorporated my electrical-piano patents with several scientific developments of his own, with the result that this instrument, in all appearances a grand piano, covers a wide tonal range from the harpsichord to the organ.

"It does not replace or even parallel the present piano. This is absolutely a new musical instrument, a creator of new tonal qualities, which we find excellent", said Mr. Hammond. "The jazz effects are extraordinary. The percussion effects are novel. By different degrees of amplification, always under control of the artist, the various harmonics can be brought out at will like pulling the stops of an organ."

Most remarkable of all this piano can be made to sound like a full orchestra with saxophone, drums, accordions, a celesta, a harp, or even a toy piano.

No longer does the force of the fingers control the volume as they strike the keys. Touching the keys actuates tiny hammers which give a gentle blow to a string. The vibrations are picked up by miniature magnetic microphones of which there are eighteen inside the piano. Each microphone is the terminal of a number of strings.

S. L. Rothafel heard the new instrument while in Germany in search of ideas for Radio City, and has ordered eight for shipment to New York.

A permanent setting of the left pedal establishes regular piano tones. The volume can be made soft for most pleasing effects in a small room or it can be swelled into tremendous power to vibrate through a large auditorium.

There is a radio set inside the piano. A small switch puts it into use. The phonograph is in a special cabinet alongside the piano. The loud-speaker is included in the cabinet and through it the music of the entire instrument surges.

X X X X X X X X X X

NO 1933 RADIO SHOW

One thing was decided by the Radio Manufacturers' Association when they met in New York recently -- there will be no national radio show in 1933. In fact there may never be another one. The show will be omitted this year as an experiment to see what effect, if any, it has upon the year's business.

Radio manufacturers are to be urged to devote more of their advertising space to a discussion of program features. M. H. Aylesworth, president of the NBC, told the RMA board of plans to develop programs designed especially to promote use and, therefore, sales of automobile receiving sets and also sets

Cooperation between set and tube manufacturers to reduce the number of new tubes brought into the market was effected by the Set and Tube Divisions.

It was decided that Chairman Murray of the Set Division should formally and in detail advise all receiving set manufacturers and their engineers of the serious difficulties, including loading up of dealers, involved in the promotion of numerous new unnecessary and minor tubes. Set manufacturers will be urged to reduce their demands on tube makers for products embodying only minor or special developments.

There was unanimous adoption by the RMA Board of a resolution calling on radio patent licensors, including the Radio Corporation of America, to take adequate action against unlicensed manufacturers: The resolution follows:

"Inasmuch as the manufacture and sale, without royalty payments, of unlicensed radio apparatus which infringes patents under which members of this Association are licensed and pay royalties subjects such members to serious disadvantages in competition;

"Therefore, Be it Resolved, that the owners of patents under which members of this Association are licensed and pay royalties be requested by this Association to enforce in every proper manner respect for their patents by the manufacturers and vendors of competing apparatus which infringes such patents."

This action immediately follows recent numerous lawsuits instituted by holders of loud speaker patents against many prominent chain-store, furniture and other purchasers of unlicensed products and is expected to result in similar action to protect receiving set manufacturers against many unlicensed and irresponsible manufacturers.

X X X X X X X X X X

#### BROADCAST BAND MAY BE WIDENED

An agreement on the widening of the broadcast band by the addition of 70 kilocycles, or 7 channels, for the use of the United States, Canada, Mexico and Cuba may be announced shortly from the International Radiotelegraph Conference now meeting in Madrid.

There were two conferences of all interested parties in the United States at the State Department, in Washington, last week. Undersecretary of State William R. Castle presided and it is believed that the American delegation in Madrid was instructed to approve the plan. The proposal is opposed by the Navy, the Coast Guard, and American shipping interests who now operate stations on the frequencies involved.

The move may be blocked by the fact that the international distress frequency would have to be moved from 500 kilocycles to probably 350 kilocycles.

X X X X X X X X X X

NBC NEW ACCOUNTS AND RENEWALS

New, John H. Woodbury, Inc. (soap), Spring Grove & Alfred Sts., Cincinnati, Ohio. Agency: Lennen & Mitchell, 17 E. 45th St., NYC. Starts Jan 4, 1933, for 26 weeks. Wednesdays- 9:30 to 10:00 p.m., EST. Network: WJZ, WBZ WBZA WBAL WHAM KDKA WGAR WJR WLW WENR KWK WREN KOIL KWCR WSM WMC WSB WJDX WSMB KVOO WKY KTBS WFAA KPRC WOAI KTBS, Mt. Orange. Program: Donald Novis and Adele Ronson; Leon Belasco and small orchestra.

Change, Smith Bros. Co. WJZ. Program: "Smith Brothers-Trade and Mark". Sundays 9:15-9:30 p.m., EST. Change in contract from 11/13/32 for 20 weeks to 3/26/33 to October 30, 1932 for 20 weeks up to and including 3/12/33. This is a two week advancement of starting date.

Change, George W. Luft Co. - WJZ. Program: "Tangee Musical Dreams". Day and Time: Tues. Thurs. 5:15-5:30 p.m. EST. On 11/8 and thereafter this program will be changed to Tuesday, 7:15 to 7:30 p.m., EST. Station list: WJZ WBZ WBZA WBAL KDKA Chicago and West.

Change, Carnation Company - Pacific Coast. Program: "Crosscuts of Log o'Day". Daily exc. Sat. and Sun. 8:45-9:00 a.m. PST. Changed to daily exc. Sat. and Sun. 8:30 -9:00 a.m. PST. Orange network.

New, G. Washington Refining Co., Morristown, N.J. Agency: Cecil, Warwick and Cecil, 230 Park Ave., NYC. Started Oct. 24 for 26 weeks. Mondays 8:00-8:30 p.m. WRC only. "Adventures of Sherlock Holmes" - electrical transcription.

X X X X X X X X X X

COLUMBIA NEW AND RENEWED ACCOUNTS

New, Bi-so-dol Company. Blackette-Sample-Hummert & Gardner agency. Program: "The Wandering Boy" - Musical. Tuesdays and Thursdays, 7:30-7:45 p.m., WABC only.

New, Kellogg Company (cereals). Agency: N. W. Ayer Co. Program: "Buck Rogers in the Year 2432". Children's program. Mon. Thurs. and Fri. 7:15 - 7:30 p.m., five stations.

Renewal, Philco Radio & Television Corp. Agency: F. Wallis Armstrong. Program: Philadelphia Symphony Orchestra, Sat. 8:15 to 10 p.m. Basic, plus 18 stations.

X X X X X X X X X X

W.U.-RCA OFFICES TO OPEN IN WASHINGTON

Joint offices of the Western Union Telegraph Co. and RCA Communications, Inc., will soon be established in Washington. The companies will merge in an effort to strengthen telegraph, cable and radio services, it was declared.

Joint offices will also be established in New York City, Boston, and San Francisco.

X X X X X X X X X X

## DECISIONS OF THE FEDERAL RADIO COMMISSION

KVOO, Southwestern Sales Corp., Tulsa, Okla. and WAPI, WAPI Brdcstg. Corp., Birmingham, Ala., granted authority to operate simultaneously from 7:30 to 8:30 p.m., and from 8 to 9 p.m., CST, Monday, Oct. 31, with 1 KW power, in order to broadcast political speeches; KSOO, Sioux Falls Brdcstg. Assn. Inc., Sioux Falls, S. Dak., granted authority to operate simultaneously with Station WRVA, on 1110 kilocycles, from 6:30 p.m. to 1 a.m., CST, Nov. 8, in order to broadcast election returns; WCAD, St. Lawrence University, Canton, N.Y., granted auth. to install automatic freq. control. Also granted renewal of license 1220 kc., 500 w., spec. hours; WDEV, Harry C. Whitehill, Waterbury, Vt., granted mod. of CP to change type of eqpt. uthorized by CP; and

WROL, Stuart Brdcstg. Corp. Knoxville, Tenn., granted mod. of CP to make changes in eqpt. and change commencement date from Aug. 29 to 10 days after this date, and completion date from Nov. 29 to 60 days after this date; WHA, Univ. of Wisconsin, Madison, Wis., granted mod. of CP extending completion date from Sept. 13 to Nov. 13, 1932; KGCX, First State Bank of Via, Wolf Point, Mont., granted mod. of lic. to change hours of operation from daily, 6 to 9 a.m., noon to 3 p.m., 6 to 9 p.m., MST, to: Daily except Sunday, 6:30 to 9 a.m., 11:30 a.m. to 3 p.m., 6 to 9 p.m., and Sunday, 7 to 9 a.m., 11 a.m. to 3 p.m., and 6 to 9 pm. (Total day and night hours remain same and no change in quota; and

WKBZ, Karl L. Ashbacker, Ludington, Mich., granted license covering changes in eqpt. and increase in power to 100 w., 1500 kc., unlt. hours; WHAS, The Courier-Journal Co. & The Louisville Times Co., Louisville, Ky., granted license covering installation of new eqpt. and increase in power from 10 to 25 KW; 820 kc., unlt. time; KFYO, Kirksey Bros., Lubbock, Tex., granted license covering installation of new eqpt. 1310 kc., 100 w. night, 250 w. LS, unlt. time; WHET, Troy Brdcstg. Co., Troy, Ala., granted license covering erection of new station, to operate on 1210 kc., 100 w. daytime; WORK, York Broadcasting Co., York, Pa., granted authority to operate from 4:45 p.m., EST, Nov. 8 to 2 a.m., EST, Nov. 9, in order to broadcast election returns; WFAS, Westchester Brdcstg. Corp., White Plains, N.Y., granted auth. to operate Monday, Oct. 31, from 3 to 4 p.m.; in order to broadcast a political rally; also

KGAR, Tucson Motor Service Co., Tucson, Ariz., granted auth. to operate from sunset Nov. 8 to 4 a.m., Nov. 9, with 250 w. power in order to broadcast election returns; KUMA, Albert H. Schermann, Yuma, Ariz., granted spec. auth. to operate 9 p.m. to 12 mid-; night, MST., Oct. 31 and Nov. 7; and

WDSO, Aeronautical Radio, Inc., Buffalo, N.Y., granted CP to move transmitter to Administration Bldg., Municipal Airport, Buffalo; New, Same Co., Pocatello, Idaho, granted aviation-Aero. CP, freqs. 2906, 3072.5, 3082.5, 3088, 5510, 5540, 5672.5, 5692.5, kc., unlt., 400 w.; New, same Co., Spokane, Wash., granted avia-

tion -aero CP., freqs: 3162.5, 3172.5, 3182.5, 5572.5, 5582.5, 5592.5, 5662.5 kc., 50 w.; New, same Co., Butte, Mont., granted aviation-aero CP., details same as for Pocatello, Idaho, listed above; KGTT, Aeronautical Radio Inc., WAE Hangar, Cheyenne, Wyo., granted aviation-aero license, freqs. 2906, 2072.5, 3082.5, 3088, 5510, 5540, 5672.5, 5692.5 kc., 50 w.; KGUA, Same Co., El Paso, Tex., granted mod. of lic. to permit communication with orange chain stations. Also to communicate in addition to orange, with brown and blue chain; also

KTK, Globe Wireless Ltd., Mussel Rock, Cal., granted CP for pub. coastal and coastal telg. serv. for addl. transmitter, 1.5 KW power; W8XAN, The Sparks-Withington Co., Jackson, Mich., granted exp. visual brdcstg. lic.: freqs. 1600-1700, 43000-46000, 48500-50300, 60000-80000 kc., 100 w.; W1XAW, Trustees of Tufts College, Medford, Mass., granted renewal of gen. exp. lic., freqs. 1594, 2398, 3492.5, 4797.5, 6425, 8655, 12862.5, 17310 kc., 500 w.; W9XAW, Mich. College of Mining, Houghton, Mich., granted ren. of gen. exp. license, freqs. 1594, 2398, 3492.5, 4797.5, 6425, 8655, 12862.5, 17310 kc., 250 w.; KIEF, Seattle Brdcstg. Co., portable, Seattle, Wash., granted ren. of temp. broadcast pickup license 1518, 2342.kc. 1.5 w. power; Humble Oil & Refining Co., granted renewal of geophysical station licenses for portable stations Nos. 1 to 18 inclusive.

#### Renewal Of Licenses

The following stations were granted renewal of licenses for the regular period: KGA, Spokane, Wash., KIDO, Boise, Idaho, WFOX, Brooklyn, N.Y., WBBR, Brooklyn, N.Y., WEVD, New York, WHAZ, Troy, N.Y., and KID, Idaho Falls, Idaho.

Designated renewal appl. for hearing and granted temp. lic. pending decision on renewal application: WHIS, Daily Teleg. Prtg. Co., Bluefield, W. Va.; WRVX, Richmond Development Corp., Roanoke, Va., WTAQ, Gillette Rubber Co., Eau Claire, Wis.

Granted temp. lic. from Nov. 1 to Dec. 1, 1932, pending action on appl. for renewal of license: KSCJ, Perkins Bros. Co., The Sioux City Journal, Sioux City, Ia.; KGMB, Honolulu Brdcstg. Co. Ltd., Honolulu, T.H.; KTW, First Presbyterian Church of Seattle, Wash.

WRAK, Clarence R. Cummins, Williamsport, Pa., granted temp. lic. subject to decision of Commission on pending appl. for renewal; to operate on 1370 kc., 100 w., unlted. time until the completion of construction of Station WJEQ, at Williamsport, Pa., and beginning program tests of said station, then simultaneous to share with WJEQ.

#### Set For Hearing

New, Jos. de Palma, Jeanette, Pa., requests CP for new station, 590 kc., 250 w., daytime; WTRC, The Truth Pub. Co., Inc., Elkhart, Ind., requests CP to change eqpt. and increase operating

power from 50 to 100 w.; W5XC, Ozark Radio Corp., Shreveport, La., req. renewal of gen. exp. license; W5XA, Rev. Lannie W. Stewart, Shreveport, Pa., req. renewal of gen. exp. license.

### Applications Denied And Dismissed

WENC, Americus Broadcast Co., Americus, Ga., denied auth. to op. exp. unlt. night time, for period of 60 days with 50 w. power, to determine extent of interference which would be caused by operation unlt. time with 50 w. night time, 100 w. daytime.

The following applications were dismissed from the hearing docket without prejudice, at request of applicants: New, John Brownlee Spriggs, Pittsburgh, Pa., CP, 800 kc., 5 KW, daytime; and KROW, Educational Brdcstg. Corp., Richmond, Cal., mod. lic. 930 kc. 500 w., 1 KW, LS, unlt. time.

### Action On Examiners' Reports

Ex. Rep. No. 408, New, Edward Tomajko, Sr., Greensburg, Pa., denied CP for new station to op. spec. hours on 620 kc., 250 w., daytime, reversing Chief Examiner Ellis A. Yost.

### Miscellaneous

For the reason that completion of construction under the following permits has not been completed, and no applications for extension of time or for licenses has been filed, the applications have been retired to the closed file:

New, Mutual Telephone Co., CP's for 8 new pt. to pt. tel. stations; KICI and KICJ, CP's for 2 new pt. to pt. tel. stations; KICK and KICL, County of Denver, CP for special emergency service KIDN, KIDM, KIDP, KIDS, Warner Bros. Pictures, Four CP's for motion picture service; W3XC, Jenkins Laboratories, Inc., CP for new visual brdcstg. service; WJEN, Mobile Brdcstg. Co., CP for new broadcast pickup station; KFK, American Fisheries, CP for new public coastal station; W9XP, Press Wireless, Inc., CP for gen. exp. station; W9XAA, Chicago Fed. of Labor, CP for new visual brdcstg. sta. license expired; W10XG, DeForest Radio Inc., CP for new exp. visual brdcstg. station and extension of time.

### Visual Broadcasting Application

New, Visual Radio Corp. Watsontown, Pa., requests CP for 2200-2300 kc., 1 KW, intermittent hours.

### Applications Received

WESG, Cornell Univ., Ithaca, N.Y., mod. of lic. to change freq. from 1270 to 1040 kc.; WLVA, Lynchburg, Va., CP to change eqpt., freq. power and hours, from 1370 kc., 100 w., shares WBTM to 1500 kc., 100 w. night, 250 w., day, unlt. hours. Facilities WRBX, Roanoke, Va., resubmitted and amended to req. 1410 kc., 250 w. half time with WHIS, Bluefield, W.Va. Requests all facilities of WRBX, Roanoke, Va.

X X X X X X X X X X